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# Broadcasting & Cable

The Newsweekly of Television and Radio

Vol. 125 No. 13 64th Year 1995 A Cahners Publication

## Baseball '95 Field of Nightmares

**Future Shock:  
Putting a Price on Broadcast Spectrum**

**Telcom Reform  
Stumbles Its Way to Senate Floor**

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**Telemedia**  
*Week*  
Page 42

# Overnight Combined Market Average

WEEK OF	HH RTG/SHR	
9/5	4.1/9	
9/12	4.1/9	
9/19	4.0/9	
9/26	3.9/9	
10/3	3.6/8	
10/10	3.9/9	
10/17	4.0/9	
10/24	4.1/9	
10/31	4.4/10	
11/7	4.3/9	
11/14	4.5/9	
11/21	4.2/9	
11/28	4.4/9	
12/5	4.3/9	
12/12	4.1/9	
12/19	4.1/9	
12/26	4.2/9	
1/2	4.5/10	
1/9	4.3/10	
1/16	4.1/9	
1/23	4.3/9	
1/30	4.6/10	
2/6	4.4/10	
2/13	4.4/10	
2/20	4.3/10	
2/27	4.4/10	
3/6	4.7/11	
3/13	4.6/11	
		<b>9</b> SHARE AVERAGE
		<b>10</b> SHARE AVERAGE
		<b>11</b> SHARE AVERAGE

SOURCE: NSI WRAP

**eXTRA**  
THE ENTERTAINMENT MAGAZINE

# ONE WEEK AT A TIME.

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*Television*

  
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FRANCHISE  
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FOR YEARS  
AND YEARS?**

**eXTRA**



# Fast Track

MUST READING FROM BROADCASTING & CABLE

## TOP OF THE WEEK



Democratic Senator Ernest Hollings was able to win most of his telecommunications-reform objectives. / 8

**Broadcasters angered by mixed-bag bill** The Senate Commerce Committee's version of telecommunications reform falls short of broadcasters' expectations. The measure is far more regulatory than had been expected. / 8

**Hundt's new deal: digital TV for kidvid** FCC Chairman Reed Hundt has signaled that TV stations must accept children's programming quotas if they want to receive a free second channel for HDTV and other digital services. / 9

**HDTV spectrum may be auction target** Republicans are casting a covetous eye on HDTV spectrum, asking the Congressional Budget Office to calculate its value. / 9

**Stoddard quits** ABC Productions President Brandon Stoddard will resign that post in June. ABCP has eight development projects under consideration for fall. / 12

**Cablevision launching new news channels** Although regional news channel News 12 Long Island has yet to turn a profit for Cablevision Systems after eight years, the MSO plans to launch four more regional news channels in the New York metropolitan area. / 12

**Big Bird may fly online** MCI's \$15 million investment in the Public Broadcasting Service for new programming and multimedia ventures initially will fund expansion of PBS ONLINE and development of an Internet service. New series and CD-ROMs also will be created. / 14

## SPECIAL REPORT: BASEBALL '95

### Field of nightmares

If not for the Major League Baseball strike, the value of local television and radio rights for MLB teams this year almost certainly would have surpassed last year's record \$375 million. But the strike has virtually killed the upfront selling season for local MLB ad time, forcing most rightsholders to go back to the teams to seek reductions in this year's scheduled rights payments. *Cover photo by Stephen R. Brown* / 34

### The local lineup

The complete broadcast TV, cable and radio home-team lineup. / 36

### TBN stays in game

The good news: The Baseball Network has commitments totaling \$140 million for the 1995 season. The bad news: Those commitments are contingent on settlement of the strike. / 38

## PROGRAMMING

### Retrans channels prove broadcaster boon

The pain and suffering that broadcasters and cable operators inflicted on each other during retrans consent negotiations in 1993 are paying off in new programming, new advertising, new viewers and, in some cases, even profits on both sides. / 18

**Jordan, NBC soar** Michael Jordan's return to the NBA and the Chicago Bulls paid immediate dividends to NBC, assuring that the network's basketball ratings would surpass last season's numbers. At CBS, however, NCAA tournament viewing is down some 16% compared with last year's. / 19

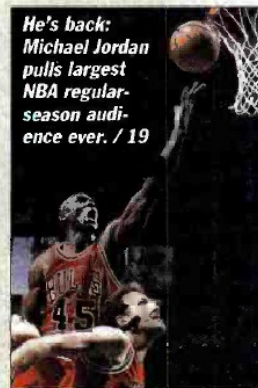
### Third-place CBS looks to overhaul

CBS, standing in third place among households in the prime time ratings race, is looking to overhaul its schedule next season. Little is guaranteed other than the Sunday night lineup; three hours on Monday night; two hours on Saturday night; *Picket Fences*, and probably *48 Hours*. / 23

### Building on 'Home Improvement's' success

Buena Vista Television's promotional effort for the off-network launch of *Home Improvement* this September

**He's back: Michael Jordan pulls largest NBA regular-season audience ever.** / 19





**"The games played by replacement [baseball] players are valueless...because virtually no advertisers will pay to advertise on the broadcasts of such games."**

—WABC(AM) lawsuit against New York Yankees

**MARCH 27, 1995**

will be the largest in the division's history. But the show's popularity will greatly simplify the task of promoting it. / 26

## RADIO

### N.Y.C.'s radios for sale

The city of New York has decided to sell municipally owned, noncommercial WNYC-AM-FM to the WNYC Foundation, a not-for-profit citizens group, for \$20 million—significantly less than the stations would command on the open market. / 48



### Dream date: Microsoft and DreamWorks SKG

Microsoft has joined the Dream Team, signing a joint venture deal with DreamWorks SKG to establish a company that will create interactive entertainment software. The venture will create CD-ROMs, video games, online and interactive TV services. / 42

### Supercomm opens arms to TV industry

In its continuing bid to enter the cable television and interactive services businesses, the telecommunications industry offered a crash course at Supercomm '95 on how it works. / 42



The new 'seaQuest' video game lets users pilot submarines to stop pirates from taking over the world. / 43

### Copyrights create Internet problems

With all kinds of information floating around the Internet, serious legal questions are being raised about infringement of music and wire service copyrights. TV and radio stations are advised: "Don't do it without permission." / 46

## Telemedia Week

### PanAmSat expands DHS plans

PanAmSat is setting its sights on another market for direct-to-home television: India. The service will deliver up to 120 channels of digitally compressed programming that will include regional material as well as U.S. and European fare. / 43

## BUSINESS

### Fate of WNYC-TV in air

WNYC-TV New York, the municipally owned, noncommercial broadcast station, soon will be on the selling block. A private investor is being sought. / 53

### P&G tops list of big advertisers

Procter & Gamble was the biggest spender on broadcasting and cable advertising in 1994, according to Competitive Media Reporting. General Motors was next. / 53

## WASHINGTON

### Deregulation debate

The Senate Commerce Committee, before passing its version of a telecommunications-reform bill, heard from broadcasters who want deregulation—but not too much. / 58

### Bell Atlantic seeks VDT flexibility

Bell Atlantic has told the FCC that telephone companies which own both television programming and the wire to distribute it should be allowed to opt for either common carrier or cable regulation. The telco's comments were among the more than 50 filed on regulation of telcos that seek to provide programming on their own VDT systems. / 59



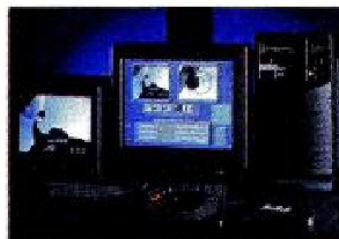
Reed Hundt (l) and Larry Irving have been told by a House subcommittee to cut their agencies' budgets. / 59

## TECHNOLOGY

### Digital debuts data management

Digital Equipment Corp. has unveiled its AlphaStudio Broadcast System, a collection of hardware and software that it hopes will provide a platform for video storage and transfer at broadcast facilities. / 62

UK-based Lightworks hopes its new nonlinear editor will appeal to U.S. newsrooms. / 62



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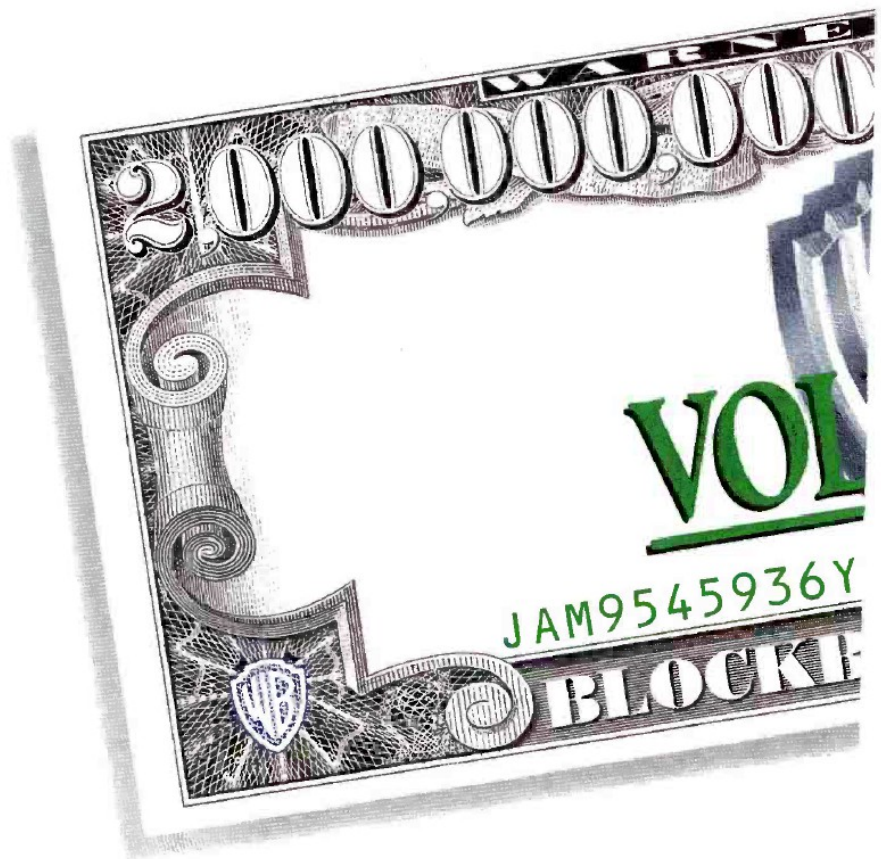
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## Mixed-bag bill angers broadcasters

Senate panel OKs telcom reform bill with partial cable, TV dereg; radio left out

By Kim McAvoy

**T**he Senate Commerce Committee delivered a telecommunications-reform package last week that falls short of broadcasters' expectations, but moves telcos and cable toward their goals of entering each other's businesses.

The measure is expected to arrive on the Senate floor in late April or May along with amendments from virtually every affected industry. House Telecommunications Subcommittee Chairman Jack Fields (D-Tex.) is expected to offer his companion bill next week.

Reported out by a 17-2 vote at what was widely described as a "chaotic" markup session on Thursday, the measure is far more regulatory than had been expected. To win the support of committee Democrats led by Ernest Hollings (S.C.), Committee Chairman Larry Pressler (R-S.D.) retreated on several deregulatory fronts. "It's clear Hollings achieved most of his objectives," said one lobbyist.

The measure would give broadcasters protection against license renewal challenges and preferential treatment on video networks

operated by telcos.

But to the dismay of the National Association of Broadcasters, the measure fails to provide radio with any relief from the FCC's ownership limits or give broadcasters assurance

tial competitors have been freed from regulatory restraints and allowed to pursue bold new business plans. Broadcasters' regulatory fate, on the other hand, has been left entirely to the devices of the most regulatory FCC in recent history.

The provision raising the national broadcast ownership cap from 25% to 35% of the total TV audience pleased neither the broadcast networks, which wanted no cap, nor station groups, which opposed any relaxation. The competitive realities warrant "complete repeal," said Fox's Preston Padden.

A Pressler spokesman also noted that Hollings and Pressler could not agree on radio deregulation and that they decided to deal with the issue on the floor.

The bill would repeal regulation of expanded basic tiers of cable service, except in the case of so-called bad actors. But that is far less than the wholesale rate regulation Pressler had promised.

Nonetheless, cable representatives were pleased. In addition to the limit-



Larry Pressler (below) chairs Commerce, but telcom lobbyists think Hollings (l) is 'calling the shots.'



that they will get a second channel for HDTV and other digital services. The NAB wants the measure to direct the FCC to give the extra spectrum to TV stations without substantial restrictions on its use.

"We are deeply disappointed," said National Association of Broadcasters President Eddie Fritts. "It appears that all of our competitors and poten-

*continues on page 10*

### At a glance

### The Senate Commerce Committee

- Extend broadcast license terms to 10 years and establish two-step license renewal process. Expand national cap on broadcast TV ownership from 25%-35%. It does not address radio ownership issues; the FCC's numerical cap on the number of stations a group can own was not changed. Broadcast-cable crossownership

ban is repealed.

- Permit broadcasters to use spectrum now reserved for HDTV for "ancillary and supplementary services" if the FCC decides to give broadcasters a second channel for digital TV and if licensees provide without charge to public at least one advanced TV program service. Broadcasters

would be subject to fee for using spectrum for subscription services.

- Require telcos with video networks to make tuning in broadcast signals they carry as easy as possible. There is no must-carry provision, but broadcasters would be given access to telco networks at "incremental" rates. Syndicated

exclusivity and network nonduplication requirements would apply to telco video networks.

- Allow foreign ownership of telecommunications companies only as long as U.S. companies are given comparable market access. Current foreign ownership restrictions on broadcasting remain.



# HDTV spectrum may be auction target

By Christopher Stern

**T**he \$9 billion raised by the FCC in spectrum auctions during the past 10 months has Republicans casting a covetous eye toward the second channel the FCC plans to set aside for digital television services.

House Budget Committee Chairman John Kasich (R-Ohio) has asked the Congressional Budget Office to calculate the value of the extra spectrum that the FCC plans to set aside for the development of high-definition television.

Advanced television spectrum auctions "are on the table," says Senate Commerce Committee Chairman Larry Pressler.

Broadcasters expect to pay something for flexible use of the second channel allotted to each television station, but insist they should have exclusive rights to the spectrum.

Representative Michael Oxley (R-Ohio) told BROADCASTING & CABLE last week that he support a spectrum auction if broadcasters use the radio waves for something other than the development of high-definition television.

Whether the spectrum is auctioned or not, Oxley emphasized last week that broadcasters will pay for flexible use: "We are not into giving this stuff away; that's a given."

One alternative to an auction is a sale of spectrum for a fixed price. But in order to determine the price for spectrum, CBO must determine a

value for it.

Based on the results of the four spectrum auctions conducted by the FCC during the past 10 months, the broadcast spectrum is worth \$26 billion-\$176 billion. The National Cable Television Association has estimated the broadcast spectrum to be worth \$40 billion-\$60 billion.

Under the current plan, broadcasters will be given an extra channel to begin the transition to digital TV.

Broadcasters have 15 years to make the full transition to advanced television. At the end of the 15 years broadcasters must give their original analog channel back to the government.

In addition to the sale of any spectrum that is not used for HDTV, Congress is considering an auction for the broadcasters' original channel when it is handed back to the government. ■

## Hundt's deal: Digital TV for kidvid

*Chairman wants 5 hours of programing for HDTV spectrum*

By Harry A. Jessell

**F**CC Chairman Reed Hundt last week signaled that TV stations must accept children's programming quotas if they want to receive a free second channel for HDTV and other digital services.

"The chairman is quite confident that broadcasters will be willing to deliver a minimum of three hours of quality 'kidvid' weekly in light of their desire to lease for free the public property of digital TV spectrum," an FCC official close to Hundt said last Friday.

Hundt last week circulated among the four other FCC commissioners his "marketplace" children's TV

plan, which he intends to be the centerpiece of a rulemaking the FCC is expected to launch on April 5.

Hundt's plan would require each television station to air at least three hours of children's programming a week in the first year. The requirement would increase a half-hour per year for the next four years, topping off at five hours. Stations would have to air the programming between 6 a.m. and 11 p.m.

In a "marketplace" twist, stations could trade away all but one hour of their obligation to other stations in their market. For instance, a station could pay a noncommercial station to take responsibility for two of its three

## telecommunications reform measure would:

■ Maintain basic cable rate regulation. However, upon enactment, rates for upper tiers of cable programming services would be deregulated except for so-called bad actors, which would be defined as cable companies whose prices "substantially exceed" national average rate for comparable services. Also under bill, subscriber complaints

would no longer trigger investigations.

■ Remove state and local barriers to permit cable to enter local telephone markets. There would be no separate subsidiary requirements for cable operators providing telephone service.

■ Repeal cable-telco

crossownership prohibition, permitting telcos to offer cable services in their service area. They would have to operate their cable service as separate subsidiary.

■ Permit mergers and joint ventures between cable and telephone companies.

■ Allow utility companies to

enter any telecommunications market.

■ Permit Bell companies to offer long-distance telephone service in their regions. However, BOCs must meet a so-called competitive checklist before providing long-distance services and must meet FCC's public interest test.

—KM

first-year hours.

Hundt and the broadcasters have been at loggerheads for months over the vague statutory obligations on the airing of educational children's programming. Broadcasters have strongly opposed Hundt's demand for quotas, arguing that quotas would infringe on their First Amendment rights.

Although the broadcasters' arguments have failed to persuade Hundt, they have made it difficult for him to find the votes he needs to get his plan into the FCC's rules. Commissioners Susan Ness and Rachelle Chong have yet to embrace it. And James Quello and Andrew Barrett oppose it. "I see no reason to impose content and quantitative standards on broadcasters at this time," Barrett told a group of Illinois broadcasters last week.

Under then-chairman Alfred Sikes, the FCC in 1992 tentatively decided to award each station a second channel for HDTV. At the end of a 15-year transition, each station would have to give up its original analog channel.

But Hundt no longer feels bound by the 1992 decision, due to broadcasters' increasing interest in using the second channel for services other than HDTV and the enormous value of spectrum.

What's more, as the FCC and the National Association of Broadcasters read legislation reported out by the Senate Commerce Committee

last week, the agency has total discretion over whether broadcasters should get the channel and some discretion over how much they should pay for it. The legislation would insure that if broadcasters received the channel, they would be able to use it for a variety of services,

broadcast and non-broadcast.

Broadcasters argue that they should have dibs on the second channel because of their public interest obligations, an FCC official says. But, he says, they undercut that argument by refusing to accept specific public interest standards for kids TV. ■

## MIXED-BAG BILL

*continued from page 8*

ed rate deregulation, the bill helps clear the way for cable operators to enter the local telephone business. "This legislation...represents the first step toward bringing full competition to telecommunications," said National Cable Television Association President Decker Anstrom.

Anstrom said NCTA hopes to win a greater degree of rate deregulation as legislation moves forward. And he can look forward to help from at least one powerful senator. The bill that came out of committee last week "comes up short on cable," said an aide to Senate Majority Leader Bob Dole (R-Kan.).

Leading the opposition to further rate deregulation is Vice President Al Gore, who believes the Senate already has gone too far. As now written, he said, the bill "will lead to unjustified rate increases for cable subscribers."

Overall, the local telcos were enthusiastic about the bill, which eases their entry into video and long-distance markets. "Passage of this bill will mean more jobs, increased customer choice and lower prices," said Gary McBee, chairman of the Alliance for Competitive Communications, which represents the BOCs.

Satellite broadcasters were troubled by some of the bill's language and hope to amend it to head off legislation in some states that would allow local municipalities to charge a sales tax on satellite TV programming. Additionally, they are hoping to alter the bill's definitions of telecommunications services and telecommunications carriers. They say the bill's current language opens the door for satellite broadcasters and potentially other satellite operators to be regulated as common carriers. "We've really got to have that changed," says Chuck Hewitt, president of the Satellite Broadcasting and Communications Association. ■

## Confusion rules as Commerce Committee votes

"Chaotic" and "bizarre." That's how Washington telecommunications lobbyists described the Senate Commerce Committee's vote last week on telecommunications reform.

"No one seemed to know what was in the bill," one industry representative said. Actually, the committee voted on a draft of a bill, which was to be introduced later. Also, in an unusual move, the committee reported the measure out first and then voted on various amendments. "They made making sausage look good," one observer said.

Even after the vote, confusion reigned. Telecommunications lawyers and lobbyists complained that the draft bill was poorly written and that "dozens" of technical amendments were needed. Radio deregulation, for example, was not in the measure. "We don't know whether we've been screwed or whether it's incompetence," said one lobbyist.

The committee's chairman, Larry Pressler (R-S.D.), did little to help alleviate the confusion. He gave mem-

bers a copy of the draft bill they were to vote on just an hour before they met last Thursday. An earlier draft circulated last Tuesday night, but that version underwent a series of last-minute changes as a result of concessions Pressler made to the committee's ranking Democrat, Ernest Hollings (D-S.C.). Senator Bob Packwood (R-Ore.) complained about the last-minute revisions. He voted against the draft bill and is promising to offer amendments on the floor.

"The Democrats were happy to vote for this bill," said one industry lobbyist. Reportedly, Senate Majority Leader Bob Dole (R-Kan.) "hit the ceiling" when he learned of the concessions Pressler had made to the Democrats.

The process was so "messy and ugly" that some Senate insiders were saying that Pressler's reputation—shaky to begin with—was ruined. "He's done...he's finished," said one Washington wag.

"It was tragic," added another observer, saying it looked like Hollings "is still calling the shots." —KM



# KIRSTIE ALLEY

She picked up the hitchhiker.



You shouldn't ask questions that you  
really don't want the answers to.



# Stoddard resigns from ABC Productions

*Leaves after six years with four shows on ABC*

By Steve Coe

**A**BC Productions President Brandon Stoddard will resign in June following the development season. He says he will consider opportunities within Capcities/ABC as well as outside the company. Stoddard's successor has not been named.

"I've been here for six years, which is probably longer than any job I've had at ABC," said Stoddard, who joined the network in 1970 as director, daytime programs. "This job has really been about building a company, which we've done. We started with myself and a security guard." ABC Productions now boasts nearly 80 employees.

Stoddard said he hasn't decided on his next venture. "I've had a long and happy relationship here. We've had some initial conversations, but I probably won't give it a lot of thought until June because of the development we've got going." One position he won't be taking is the programing position at DreamWorks SKG. "I

wouldn't feel right going there after ABC," he said, adding, "I just saw the *Time* magazine cover, and there isn't room for a fourth head in those types of photos."

ABC Productions has been one of the most aggressive network in-house divisions producing for its network and was the first to produce for another network, as it did for Fox with *Class of '96*. This season, Stoddard's division received a series pickup from CBS for the sitcom *The Boys Are Back*, which is not expected to return.

Stoddard said if there was one frustration during his tenure at ABCP, it was "that we didn't produce a breakout hit. But that's the nature of the business. Those kinds of hits like *Home Improvement* are like catching lightning in a bottle. You never know



Stoddard leaving ABC

when you're going to have one." He added that one of those hits could come from the division's current development slate.

ABCP has eight development projects under consideration for the fall, including two for Fox and one for CBS.

ABC discounted speculation that with Stoddard's resignation and recent production

deals with Brillstein-Grey and the DreamWorks studio, the in-house division would be deemphasized. "All of us will miss [Stoddard's] formidable talent, wise counsel and great personal charm," said David Westin, president, ABC Television Network Group. "Without Brandon's contributions, ABCP would not be the vital in-house production unit that it is and will continue to be." ■

## Cablevision to launch news channels

*New York-area services will help differentiate cable from competitors, says company*

By Rich Brown

**A**lthough pioneering regional news channel News 12 Long Island has yet to turn a profit for Cablevision Systems Corp. after more than eight years, the MSO plans to launch additional regional news channels on four other company-owned cable system clusters in the New York metropolitan area.

Cablevision decided to go forward with the channels because proprietary local and regional programing will be key to the future of cable system operators, says Norman Fein, vice president of news development. He says the company also hopes to attract national spot advertising by serving more than 1.4 million customers in five key regions: Long Island (615,000); Connecticut (190,000); New Jersey (275,000); Westchester (90,000), and Bronx/Brooklyn (320,000).

Every cable system operator in the country should be exploring such local news channels as a way to differentiate itself from new competitors like the telephone companies and direct broadcast satellite operators, says Tom Wolzien, an analyst with Sanford Bernstein. Wolzien long has been a proponent of regional news channels and explored an expansion of the News 12 concept when he worked for NBC in the early 1990s. (NBC, which owns 50% of News 12 Long Island, will not be involved in the additional Cablevision news channels.)

"It is important to get started now so [that] the cable operator has an established, value-added service as the competition comes in," says Wolzien.

Wolzien says that although News 12 might not show a profit, the channel is invaluable to Cablevision's Long Island operations because it

helps the MSO's local salespeople get in to see potential advertisers. He says that once the salespeople get in the door, they also can try to sell local avails on the many cable networks carried on the system.

Fein would not supply launch dates for the new channels but said Cablevision plans to roll out the services in a "relatively short" time. He says that in the next few months it will start by expanding an existing half-hour daily newscast on its Connecticut systems into a 24-hour service. Next up will be Westchester (which has an existing half-hour daily newscast produced by the cable operator) and then New Jersey. The Bronx/Brooklyn systems, which now carry Time Warner's New York 1 local news channel, will be the last of Cablevision's area systems to get their own regional news channel. ■

# WILLEM DAFOE

He picked up the hitchhiker.



Be careful what you wish for

you just may get it.



# MCI funds PBS new media ventures

By Elizabeth Rathbun

**M**CI's \$15 million investment in the Public Broadcasting Service for new programing and multimedia ventures will mean lower programing costs for local stations, PBS President Ervin Duggan says.

The venture, announced last Thursday, initially will fund expansion of PBS ONLINE and development of an Internet service that will make new and existing PBS programing interactive. New series and CD-ROMs also will be created. Exact details of some of these plans, to be developed by a joint task force, will be announced in June.

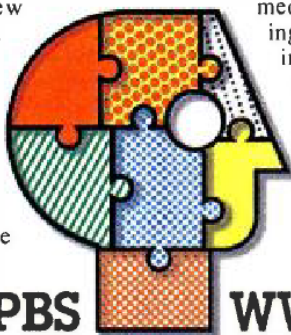
MCI's five-year investment, which could increase, will help reduce the cost of programing to local stations, Duggan said. Any new revenue "lessens burdens on our member stations." However, the investment will not replace federal funding, nor will it replace public TV. "The backbone of all our PBS services will be accessible and free,"

Duggan said. New media uses will "amplify and extend that mission."

Both sides gain from the deal: PBS gets a conduit for its programing—MCI is the main carrier of Internet data—while MCI gets access to content. "This is a high-potential, powerful new alliance," Duggan said.

MCI, meanwhile, has pledged not to interfere with programing. "Of course, you don't mess with *Barney*," MCI Chairman Bert Roberts Jr. said.

The venture will allow PBS to extend its educational mission to new



**PBS ONLINE will be expanded with the help of \$15 million from MCI. The service will launch in June.**

media, Duggan said, presenting "enlightening information in technologically exciting ways."

PBS also will be able to sell show-related products, such as books and videos, over the Internet.

While PBS generally lacks rights to current shows, it is negotiating future contracts with new media in mind. For example, children may be able to interact online with new copyrighted PBS characters called P-Pals. Producers of and performers in current shows nevertheless may want to get in on the action because it will give them more visibility, Duggan said.

Other possible uses of new media for PBS include letting viewers store and retrieve shows on their own time, download recipes from cooking shows and order show-related books. Another possible use would allow teachers to download educational material for class use. What this would cost computer users has not been decided.

The venture will "bring public television to more of the public," Roberts said. MCI expects 200 million users of its Internet access by the end of the century. "There's pretty good potential out there," he said.

The embattled Corporation for Public Broadcasting took comfort in the announcement. "This is a good step," CPB President Richard Carlson said. "It shows that public broadcasting intends to be around for a long time."

PBS's World Wide Web site on the Internet is being built, but is accessible via <http://www.pbs.org>. PBS ONLINE is expected to be completed in June.

## TCL picks up cable systems in N.J., Pa.

Cable giant Tele-Communications Inc. is getting even bigger.

Cable system operators Lenfest Group and TKR Cable, both part-owned by TCL, have signed deals to acquire Sammons Communications systems that serve more than 430,000 subscribers in New Jersey and Pennsylvania. The deals are worth an estimated \$800 million and come on the heels of Sammons' plan to sell another two-thirds of its systems to Marcus Cable for \$1 billion.

Lenfest, a 50-50 partnership between TCL and entrepreneur Jerry Lenfest, is expected to pick up systems representing more than 290,000 subscribers in eastern and central Pennsylvania. TKR Cable, which is run by TCL and Knight-Ridder, is believed to be acquiring Sammons systems that serve almost 150,000 subscribers in New Jersey.

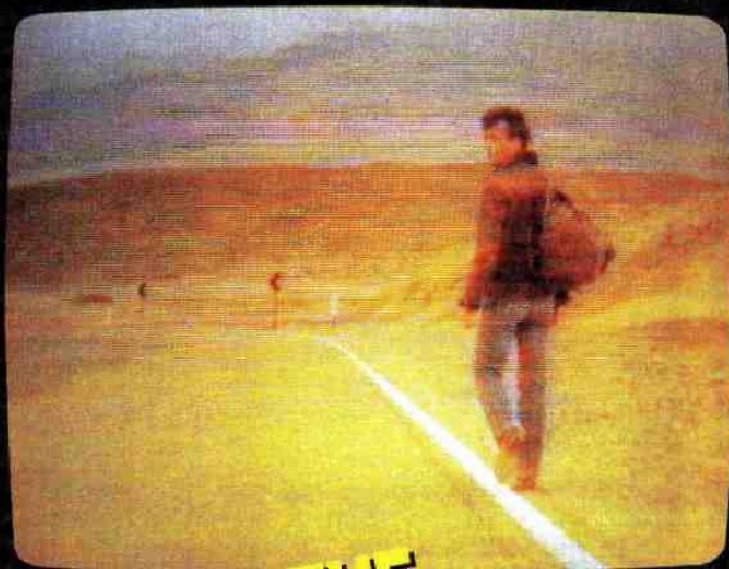
A TCL spokeswoman declined to discuss details, but confirmed that the deals should be done by the end of the year. Sammons executives refused to discuss the sale.

Sammons is one of several midsize cable system operators that have decided to cash in their chips in the face of unprecedented competition from telephone companies, direct broadcast satellite and wireless cable. Scripps Howard last week announced a possible sale of its cable systems (see story, page 54). Likely sellers in the months ahead include Multimedia and Viacom.

—RB



Do you have the guts to pick up  
the hitchhiker?



# THE HITCHHIKER

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## Europe proposes tighter program quotas

*Draft directive will eliminate loophole to 50% rule*

By Lloyd Shepherd,  
special correspondent

**T**he European Commission, the secretariat of the European Union, has proposed changes to the EU's regulation of television that will tighten up the controversial 1989 "Television Without Frontiers" directive, which was to have harmonized TV regulation across Europe but instead has become a bone of bitter contention.

The issue is quotas: the level of European production that a channel licensed in Europe must schedule. The existing directive sets this level at 50%, but only "where practicable." That two-word loophole has been used by more-liberal governments—

most notably the UK's—to approve channels that do not approach a 50% European quota, including Turner's TNT and The Cartoon Network.

The new draft directive removes the "where practicable" clause, thereby making quotas watertight. But, to appease anti-quota countries (led by the UK, Germany and Denmark), the commission has suggested a 10-year limit on the whole quota system.

"Thematic" channels will be allowed to opt out of the system, in return for pledging 25% of their programming budget to European production. The draft ends another loophole. In the future, channels will not be able to uplink to satellites from more "liberal" states and thus be

licensed by those states. Instead, they will have to be licensed in the country in which their headquarters is located.

Quota-supporting states, led by France, have sought to close the regulatory loopholes for years, but in January they appeared to be losing the battle. Then, European government ministers (and certain key commission members) came out against quotas as a means of protecting Europe's audiovisual industry. But the new draft appears to indicate a major French lobbying success. The draft will be considered by European culture ministers at a meeting on April 3, and fireworks are expected. ■

## New World buys into Cannell for \$30 million

By David Tobenkin

**N**ew World Communications is further bulking up its programming assets by acquiring television drama producer Cannell Entertainment for \$30 million in New World convertible securities under a tentative agreement signed last week.

The agreement in principle between New World and Cannell founder and chairman Stephen J. Cannell will give New World ownership of all new Cannell projects, with Cannell sharing in their profits, and the right to distribute for at least 15 years shows in Cannell Entertainment's 1,200-episode library that are not under previous commitments. The deal does not give New World ownership of Cannell's library or his large, Vancouver, Canada-based North Shore Studios production facility.

The deal will give Cannell distribu-



Cannell has a five-year contract to remain president.

tion muscle at a time of rapid production and, especially, distribution consolidation, while strengthening New World in episodic, dramatic and network prime time programming, where the company has not been a leading player, Cannell and New World Entertainment Chairman Brandon Tartikoff told BROADCASTING & CABLE.

"In five years, I think there will be only five or six major entertainment companies, and medium-sized companies like mine get swamped in that environment," said Cannell, who signed a five-year contract to remain president of an autonomous Cannell Entertainment production unit within New World. "I wanted the right partner to allow me to grow the company. This was never a money deal. My company has always been profitable."

The deal is also a reunion of sorts for Cannell and Tartikoff, given that Cannell produced hit shows *Hunter* and *The A-Team* for NBC-TV while Tartikoff was head of entertainment at that network. "I think in the past when Stephen and I hooked up, our programs and ideas gave us a batting average about as good as any other collaboration I can think of," said Tartikoff.

Cannell currently produces *The Commish* for ABC-TV; *Silk Stalkings* for USA Network; *Marker* for the United Paramount Network, and *Renegade* and *Hawkeye* for first-run syndication.

The deal is likely to see the reduction or elimination of some Cannell units, especially distribution. The company's Cannell Distribution operation, headed by Pat Kenney, president, will be folded into New World syndication unit Genesis Entertainment. Cannell confirmed that there would be layoffs among the 150 employees of his company, but said that it likely will be another week before a final decision is made on the extent of the cuts. ■



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Among those retrans channels that have yet to launch is KDFW-TV Dallas, which has delayed its plans in a busy year that has included an LMA, a sale to New World and a network affiliation switch. KDFW-TV General Manager Jeff Rosser says the station is eager to launch its retransmission channel later this year and already is mapping programming plans.

Rosser says KDFW-TV's retransmission consent channel will be set up like an independent TV station, with time-shifted KDFW-TV newscasts plus sports, kids programming, movies and some syndicated programming. But the programming will differ from that of traditional local broadcast stations, with a lineup of bartered, locally produced original programming, including home shopping shows.

"It's in a different kind of competitive arena," Rosser says of the planned cable channel. "We cannot run some of these shows on a traditional TV station where the key to success is broad, popular appeal."

An alternate route many stations have taken in their negotiations has been CNN Headline News. Seventy-five stations have signed deals giving them permission to program five minutes of local news every half-

## The return of 'Jonny Quest'

Turner Broadcasting's TNT, TBS and The Cartoon Network simultaneously will premiere and strip all-new episodes of *Jonny Quest* when the classic cartoon character makes his return in fall 1996. Turner's Hanna-Barbera plans to produce 65 new half-hours featuring the flaxen-haired adventurer and his family and friends: Jonny's father, Dr. Benton Quest; Race Bannon; Hadji; Jessie, Race's daughter; and Jonny's dog Bandit. The show debuted on ABC's prime time schedule in 1964. The new episodes will run 21 times each week in a Monday-Friday strip on all three networks plus a late-night strip on The Cartoon Network and a weekly run in TNT's Saturday afternoon lineup. The new shows will incorporate computer animation, with the Quests battling evil in both the "real world" (animated, that is) and a virtual-reality world.



—RB

hour on Headline News. The deals cover 171 cable systems serving 7.06 million cable households. So far, 37 of the stations have launched on 71 cable systems for a total reach of 3.5

million cable households. More than half of the TV stations now producing the local news inserts retain a portion or all of the commercial inventory within those five-minutes. ■

## On-air Jordan soars for NBC

*Bull's star shines in return; NCAA on CBS off 16%*

By Steve Coe

**M**ichael Jordan's return to the NBA and Chicago Bulls paid immediate dividends to NBC and assures that the network's basketball ratings will surpass last season's numbers. At CBS, however, the network's coverage of the NCAA tournament is down some 16% versus last year's numbers.

For the Sunday, March 19 game between Chicago and the Indiana Pacers, which featured the superstar's return, NBC pulled in a 13.4 rating and a 34 share in Nielsen overnight numbers. The telecast drew the largest NBA regular-season viewing audience in history, according to the network. The national numbers, which were released last Thursday, yielded a 10.9/30. Before that game, the network had been averaging a 5.0

rating for its NBA coverage, which began on Christmas of last year. The 5.0 rating was down 4% from the same time last year.

The 13.4/34 pushed NBC's season-to-date average to a 5.4 rating, up four-tenths of a ratings point over last year. The network has been fighting the entire season to surpass last year's numbers after its first televised game of the season on Christmas finished 46% below the ratings and share of the first game in the 1993-94 season. Since the Christmas game, NBC has steadily cut into the ratings deficit; Jordan's return easily put the network over the top.

Last July, when the television schedule for the NBA was being put together, NBC fortuitously scheduled eight Chicago Bulls games, the maximum allowed. At the time, the net-



work had no idea Jordan would return, but the result is that NBC will have three more Bulls games to televise. "It was done because even without [Jordan], the Bulls are still a very



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Evergreens are always in season



good draw," said an NBC spokesman. With him, however, the Bulls are an excellent draw. And with the remaining scheduled games—all marquee matchups—NBC should benefit handsomely.

Chicago's next televised game will be April 9 against the Cleveland Cavaliers. Cleveland is now third in the Central division, with Chicago three games back in fourth. A week later, the Bulls meet the New York Knicks, who went to the NBA Finals last season and whom Chicago beat during its championship years, often after hard-fought, seven-game playoff series for the right to go to the NBA Finals. The final NBC telecast of the Bulls on April 22 pits Chicago against

the Charlotte Hornets, the first-place team in the Central division.

Although the network undoubtedly would like to have more than three Chicago games to air between now and the end of the season, the NBC spokesman said no talks with the NBA regarding additional telecasts have taken place.

Unfortunately for CBS, there is no superstar waiting in the wings to return to college hoops. The network's coverage of the NCAA tournament as of Wednesday last week was down 16% versus last year's numbers.

The "big dance" began on Thursday, March 16, and the network's first-week coverage, which ran until

Sunday, March 19, averaged a 5.7 rating. Last year through that same time, the network averaged a 6.8 rating. The highest-rated game of CBS's coverage thus far was the March 19 telecast of Syracuse versus Arkansas to half of the country and UCLA versus Missouri to the other half. That split telecast, which aired at 4:55-7:22 p.m. ET, pulled a 9.5/21.

CBS executives declined to comment on the performance of the NCAA games, preferring to wait until the tournament has concluded. A CBS spokeswoman did say, however, that for the 22 minutes that its Sunday coverage did not overlap the Michael Jordan show, the games recorded a 15.5/30. ■

## SYNDICATION MARKETPLACE

### Judge leaves bench

Buena Vista Television has canceled its low-rated *Judge for Yourself* syndicated court/talk hybrid strip and is telling stations they will be released April 7 from their obligation to carry the show. The rookie offering, hosted by Los Angeles radio talk show host Bill Handel, already has ceased production. In mid-January, the show was cleared in 145 markets covering 90% of the country.

### Extraordinary renewal

MG/Perin's syndicated weekly reality hour *The Extraordinary* has been declared a firm go for a second season beginning this fall after being renewed on 56 stations covering 65% of the country, including 28 of the top 30 markets. Featuring tales of unexplained phenomena, the show has been picked up or renewed at stations including KCAL (TV) Los Angeles, WBZ-TV Boston, WUSA (TV) Washington, KDFW-TV Dallas and KCPQ (TV) Tacoma (Seattle).

### Rescue 911 returns

MTM Television Distribution's off-network, half-hour strip of reality show *Rescue 911* has been renewed in syndication for a third season in 82 markets representing 62% of the country. Recent large-market renewals for the 1995-96 season include WPXI (TV) Pittsburgh; WFTS (TV)

Tampa, Fla.; WCCB (TV) Charlotte, N.C., and KSL-TV Salt Lake City. The show recently was upgraded on KCAL (TV) Los Angeles to 6 p.m.

### Gabrielle hits 100

Twentieth Television's new hour syndicated talk show hosted by Gabrielle Carteris has been sold for a fall 1995 launch in 100 markets covering 80% of the country, including 23 of the top 25 markets. New stations acquiring the show include KBHK-TV San Francisco, KDVR-TV Denver, WXIX-TV Cincinnati and WTKR-TV Norfolk, Va. The show also has been purchased by the Clear Channel station group.

### Mutant finds L.A. home

Active Entertainment's syndicated animated kids show *Mutant League*, which shifts from a weekly to a strip this fall, has been cleared for 1995-96 on KTLA (TV) Los Angeles. The show will air weekday afternoons adjacent to the WB-affiliated station's new WB Network afternoon kids block. The show so far has been cleared on 75 stations, including top-market stations KTLA, WWOR (TV) New York, WPWR-TV Gary, Ind. (Chicago), and WTXF (TV) Philadelphia.

### Emergency Call a firm go

Genesis Entertainment says its *Emergency Call* weekly syndicated reality show is a firm go for a fifth

season after clearing 60% of the country for 1995-96. Top markets that will carry the show next season include WCBS-TV New York, WMAQ-TV Chicago and WRC-TV Washington. Genesis also announced that its new FCC-friendly weekly syndicated kids show *Reality Check* has cleared more than 60% of the country for a fall launch. The half-hour show, originally rolled out on the New World stations during 1994, has added clearances on KCOP (TV) Los Angeles, WGN-TV Chicago, WSVN-TV Miami, KMSP-TV Minneapolis and KGW-TV Portland, Ore.

### Ag Day buyback

Farm show syndicator AgDay Television has responded to increased national advertiser demand for time in its farm show strip of the same name by buying back time on some 30 stations that have carried the show since last fall. With new advertisers Chevrolet Trucks, American Cyanamid, Dupont Ag Chemical, Ford and Kawasaki increasing demand for time in the half-hour, early morning news magazine, the syndicator has bought back up to two minutes of time per station, varying in duration from several weeks to two months. The show originally was sold to stations on a barter basis with an even four-minute local/national split, says Jeff Pence, AgDay president and the owner of two farms. —DT

# Third-place CBS looks to overhaul

Remake likened to purge of rural comedies in late '60s

By Steve Coe

**W**ith its current third-place standing in households in the prime time ratings race, CBS is looking to overhaul its schedule for next season. The strength of the network's development slate will determine how much of the current lineup will be scratched in favor of new, younger-skewing programming.

Peter Tortorici, president, CBS Entertainment, says that other than the Sunday lineup of *Murder, She Wrote*, *60 Minutes* and the movie; the three hours on Monday night; the two hours on Saturday night; *Picket Fences* and "probably *48 Hours*, little else is guaranteed."

CBS's strategy is akin to the move the network made in the late 1960s when it junked highly rated rural shows *The Beverly Hillbillies* and *Green Acres* in favor of *All in the Family*, *Mary Tyler Moore* and *M\*A\*S\*H*. That change, says Tortorici, "was not only about going from rural to urban; those shows represented breakthrough voices that hadn't been heard before. Those shows enabled CBS to hold on to what it was but also gave the network a contemporary voice."

This year's development crop is the first under Tortorici at CBS Entertainment. He took over for Jeff Sagansky, who left in April of last year. The task facing Tortorici for next season is to decide which shows to jettison in favor of untried product. Low-rated shows that generally attract older audiences, such as *Burke's Law*, *Diagnosis Murder*, *Under Suspicion* and *Due South*, are likely candidates.

How much will the network look to add to the fall lineup? "That will all depend on our development," he says. "If we do as well as we hope, we'll be very aggressive. We'll be as aggressive as we can be."

One of the criticisms directed at CBS during the past several seasons, while it was the top-ranked network, was its poor development record. The network reached and maintained that ranking in prime time primarily

through programming that was either on the schedule or in development before Sagansky's arrival in early 1990.

Since that time, with the possible exception of *The Nanny*, CBS has been unable to develop a new generation of comedy hits to launch behind such now-aging shows as *Murphy Brown*. More recently, new projects like *Love & War*, *Hearts Afire* and *Double Rush* have fizzled.

During its stay at the top, CBS hierarchy placed a premium on remaining number one, even as its hit series aged and the demographic profile of the prime time schedule grew older. As for the strategy the network

adopted several years ago that has resulted in its current state, Tortorici prefers to look ahead. "The chickens come home to roost for every strategy. It was very successful for three years, and we all enjoyed that success. But it's time to move on."

The aggressiveness he refers to is the network's effort to sign new development talent, including Jim Brooks and writer Maya Forbes, teaming with Joan Cusack; producer Larry Levin overseeing a comedy project starring Elizabeth McGovern; Witt Thomas producing a comedy starring Lorraine Bracco; and another comedy project executive-produced by Janis Hirsch and Nora Ephron. ■

## USA logs on to c/net

Cable company invests in computer channel

By Rich Brown

**D**espite a tough environment for new cable networks, c/net: The Computer Network appears ready to take a byte out of the cable programming business.

USA Networks last week took a minority stake in the San Francisco-based company and agreed to give c/net programming a sheltered launch on its USA and Sci-Fi networks. Meanwhile, c/net executives say they are talking with other potential partners and expect to have lined up another big investor by June. A number of MSOs, including Time Warner, are said to be eyeing a piece of the channel.

Already onboard as a minority investor in c/net is Paul Allen, the Microsoft co-founder whose expanding programming portfolio includes a \$500 million investment in DreamWorks and a family entertainment company called Storyopolis.

Allen and USA are believed to each own less than 10% of c/net, while the majority of the company is

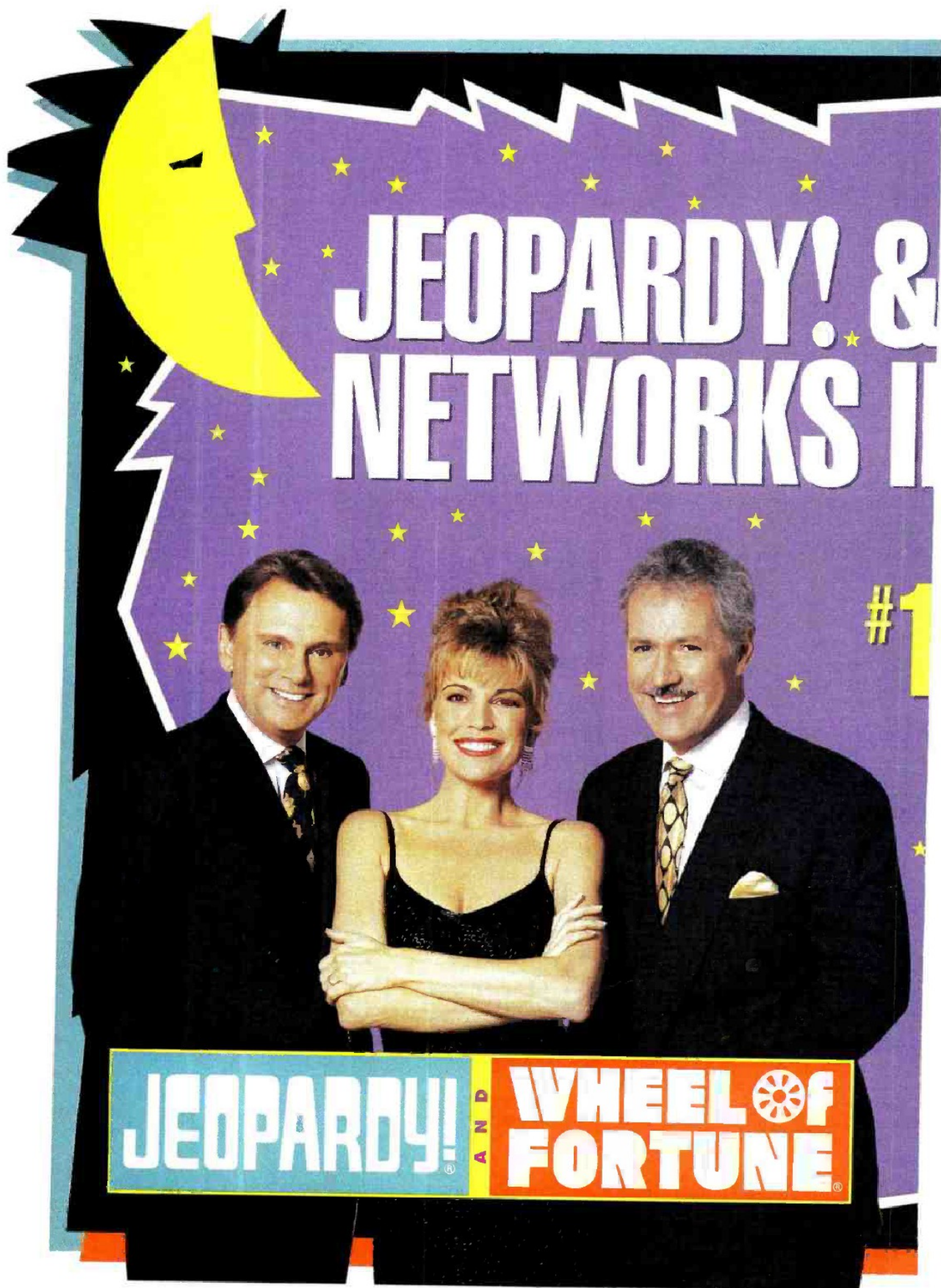


c/net studios in San Francisco

held by its employees. Top c/net executives include Chairman/CEO Halsey Minor, founder and chairman of executive search firm Russell Reynolds Associates; CFO/COO Shelby Bonnie, former managing director at the investment firm Tiger Management; and c/net Television President Kevin Wendle, an Emmy Award-winning producer and original member of the Fox Broadcasting team.

C/net will not be the first cable network to focus on computers, online services, video games and interactive





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DMA Rating/ Share

**11.3/17**

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KTVK / PHOENIX**

**10.1/15**

**NBC KPNX**

**8.0/12**

**CBS KPHO**

**7.2/11**

**ABC KNXV**

**6.3/10**

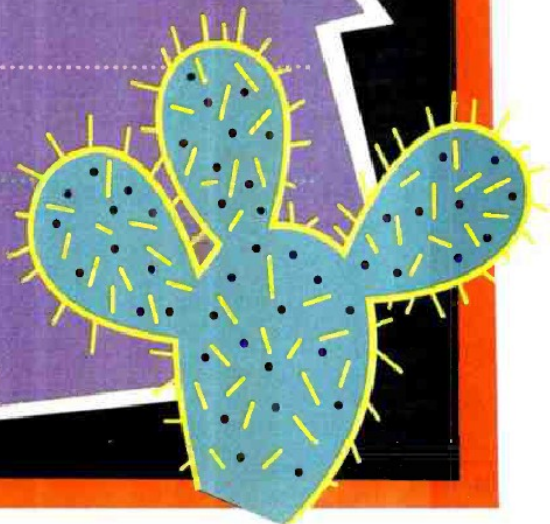
**FOX KSAZ**

Source: Feb. 95, Nielsen, M-F/7-8PM.

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entertainment. Englewood, Colo.-based multiple system cable operator Jones Intercable last year launched Jones Computer Network, a 24-hour service that reaches 1.5 million households and is carried part-time on Jones's Mind Extension/University network. Also, top MSO Telecommunications Inc. and computer giant Microsoft continue to talk about plans to launch a network called The PC Channel.

C/net plans to launch as a stand-

alone network as early as 1996, according to Minor. Meanwhile, c/net's programming will be seen in more than 63 million USA households and about 19 million Sci-Fi Channel homes.

The first c/net show to run on USA and Sci-Fi will be *c/net central*, an *Entertainment Tonight*-type program hosted by former Discovery Channel personality Richard Hart (*Next Step*). Beginning April 1, the show will be telecast three times a week on USA

(Saturdays at 9 a.m. ET/PT; Sundays at 6:30 a.m., and Mondays at 1:30 p.m.) and Sci-Fi (Sundays at 10:30 a.m., 10:30 p.m. and 2:30 a.m.). As part of a three-year programming deal, USA will get 40 episodes of *c/net central* plus a first-look shot at future c/net shows.

C/net will control advertising time on *c/net central* telecasts on USA and Sci-Fi. Charter sponsors onboard include Intel, MCI, Compaq and Hewlett-Packard, according to Minor. ■

## BVT preps Home for syndicated launch

*Rollout will feature new original half-hour for debut*

By David Tobenkin

**B**uena Vista Television's promotional effort for the off-network launch of *Home Improvement* this September will be the largest in the division's history and will feature a special original half-hour episode of the show.

The episode will lead off the strip and will feature series leads Tim (Tim Allen) and Jill (Patricia Richardson) squaring off in a tank-driving obstacle course competition filmed at a Marine Corps base in 29 Palms, Calif.

A 10-member advisory committee of promotion managers of stations and station groups carrying the *Home Improvement* strip will meet in Chicago March 31 to help shape the promotional campaign for the show.

*Home Improvement* has been cleared in more than 150 markets representing more than 90% of the country with estimates of \$600 million in its first-cycle revenue. The show, in its fourth season on ABC-TV, is second to *Seinfeld* as the top-rated prime time program in households and is third in all key demographics this season, with special strength among kids. Its high price means it will have to run in access in many markets to make the numbers work.

The show's popularity will greatly simplify the task of promoting it, says Sal Sardo, Buena Vista Television's vice president of advertising and creative services.

"There is no problem with prod-

uct awareness—our marketing challenge is one of letting the audience know that the show can be seen five times a week on Station X," says Sardo.

Sardo says Buena Vista will develop the marketing plans and materials for the show's launch internally. However, for BVT's two other off-network launches this fall, those of *Blossom* and *Dinosaurs*, the company

will turn to independent marketing executive Steve Sohmer. That will likely make Sohmer a busy man, since he also is spearheading Columbia TriStar's launch of *Seinfeld*.

"We thought Steve handling *Seinfeld* and those two shows, which are aimed more at kids and teens, would not be a conflict of interest but that his also handling *Home Improvement* would be," says Sardo. ■

## Jacquemin joins DreamWorks

Start-up studio DreamWorks SKG has signed a long-term consulting agreement with former Buena Vista Television president Bob Jacquemin to run all of the company's domestic television operations except programming.

Jacquemin, who will split his time between his Santa Barbara consulting headquarters and DreamWorks's Los Angeles headquarters, says his first distribution effort likely will be to launch first-run shows into syndication, the first possibly by 1996. Distribution of off-network shows probably will follow as soon as available programming permits.

"What I will do here will be totally unique. No other television studio will operate like I intend to," says Jacquemin, adding: "I'm going to be operating exceedingly lean." The search continues for a head of programming for the division. Top Disney television executive Rich Frank, who will leave the company at the end of April, has said he will almost certainly not join DreamWorks. DreamWorks has entered into a partnership with Capital Cities/ABC that calls for both parties to commit more than \$100 million each to a seven-year venture to produce and distribute shows. ABC Television Network Group President David Westin told press at the time of partnership's announcement that the network hoped to have a DreamWorks show on the air by winter 1995.

DreamWorks is producing a 1995-96 sitcom pilot for ABC featuring *thirtysomething*'s Timothy Busfield. The project is part of a four-year production deal with *Family Ties* and *Brooklyn Bridge* creator Gary David Goldberg. He is also producing a sitcom for CBS about a high school girls basketball team.

—DT

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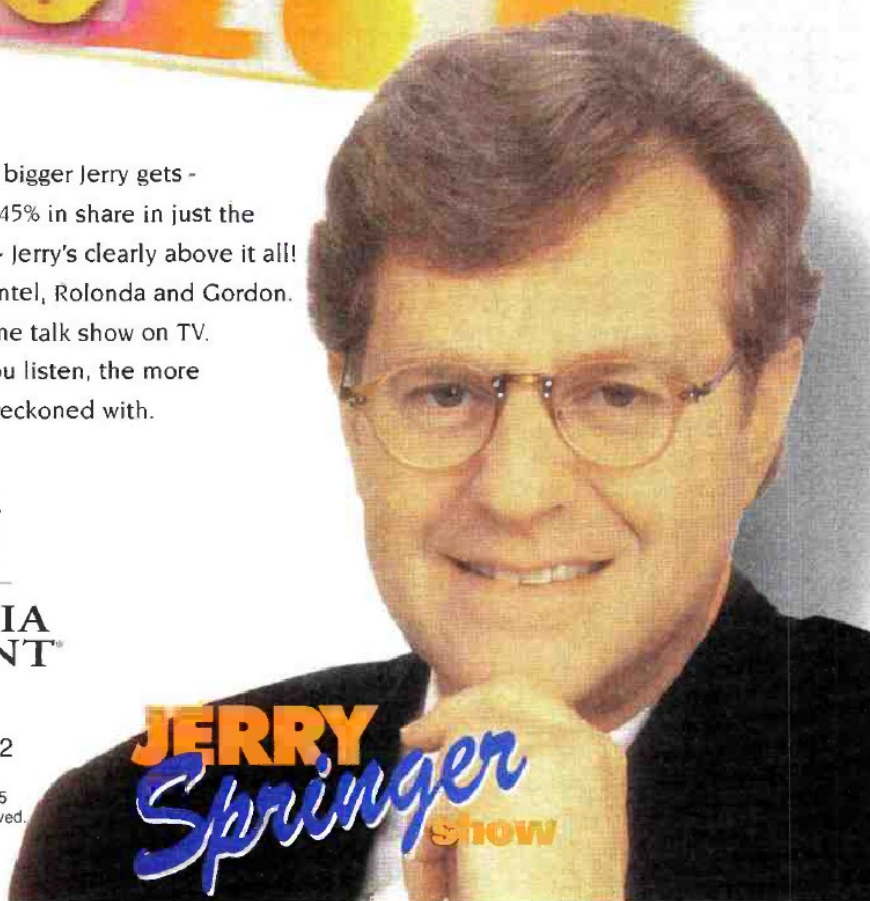


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PROGRAMING

## PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of Mar. 13-19, ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 95.4 million households with TV sets. Source: Nielsen Media Research.

Program	Network	Time (ET)	HHs. (000)	Rating Cable U.S.
1. O.J. Simpson Trial Coverage	CNN	Mon 5:30p	5,316	8.2 5.6
2. O.J. Simpson Trial Coverage	CNN	Tue 5:30p	4,862	7.5 5.1
3. O.J. Simpson Trial Coverage	CNN	Mon 5:00p	4,688	7.3 4.9
4. O.J. Simpson Trial Coverage	CNN	Tue 5:00p	4,660	7.2 4.9
5. O.J. Simpson Trial Coverage	CNN	Wed 5:30p	4,395	6.8 4.6
6. O.J. Simpson Trial Coverage	CNN	Thu 5:30p	4,181	6.5 4.4
7. O.J. Simpson Trial Coverage	CNN	Wed 5:00p	3,982	6.2 4.2
8. O.J. Simpson Trial Coverage	CNN	Thu 5:00p	3,930	6.1 4.1
9. O.J. Simpson Trial Coverage	CNN	Mon 3:00p	3,808	5.9 4.0
10. O.J. Simpson Trial Coverage	CNN	Mon 2:00p	3,783	5.9 4.0
11. O.J. Simpson Trial Coverage	CNN	Wed 1:00p	3,677	5.7 3.9
12. O.J. Simpson Trial Coverage	CNN	Tue 1:00p	3,635	5.6 3.8
13. O.J. Simpson Trial Coverage	CNN	Tue 4:30p	3,629	5.6 3.8
14. O.J. Simpson Trial Coverage	CNN	Wed 2:00p	3,611	5.6 3.8
15. Coming to America	USA	Sun 7:30p	3,585	5.6 3.8

Following are the top five pay cable programs for the week of Mar. 13-19, ranked by households tuning in. Source: Nielsen Media Research.

1. Movie: 'In Pursuit of Honor'	HBO	Sat 8:00p	2,466	11.2 2.6
2. Movie: 'The Stranger'	HBO	Thu 9:00p	2,167	9.8 2.3
3. Movie: 'Rising Sun'	HBO	Mon 8:00p	2,135	9.7 2.2
4. Boxing: Jones-Byrd	HBO	Sat 10:00p	2,104	9.5 2.2
5. Movie: 'Blue Chips'	HBO	Tue 8:00p	2,094	9.5 2.2

## PEOPLE'S CHOICE:

Ratings for emerging broadcast networks, week of Mar. 13-19

U/P/N	
<b>MONDAY</b>	<b>4.7/7</b>
8:00	79. Star Trek: Voyager 7.1/11
8:30	
9:00	96. Platypus Man 2.4/4
9:30	97. Pig Sty 2.1/3
<b>TUESDAY</b>	<b>2.8/5</b>
8:00	94. Marker 3.2/5
8:30	
9:00	95. The Watcher 2.5/4
9:30	
<b>WEEK'S AVG</b>	<b>3.8/6</b>
<b>SSN TO DATE</b>	<b>4.7/7</b>
WB	
<b>WEDNESDAY</b>	<b>1.7/3</b>
8:00	97. The Wayans Bros. 2.1/4
8:30	99. The Parent 'Hood 1.8/3
9:00	100. Unhap Ever After 1.7/3
9:30	101. Muscle 1.3/2
<b>WEEK'S AVG</b>	<b>1.7/3</b>
<b>SSN TO DATE</b>	<b>1.9/3</b>

SOURCE: NIELSEN MEDIA RESEARCH



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\*Daytime topical talk shows. Source: NSI Metered Markets 2/2 - 3/1/95.  
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# PEOPLE'S CHOICE WEEK 26 According to Nielsen ratings, Mar. 13-19

	abc	CBS	NBC	FOX
<b>MONDAY</b>	9.8/16	13.4/21	12.1/19	8.3/13
8:00	44. Coach 9.6/15	29. The Nanny 11.7/18	43. Fresh Prince 9.7/15	41. Melrose Place 10.0/15
8:30	75. Wh New B'game 7.4/11	16. Dave's World 13.4/20	53. Blossom 9.0/14	
9:00	39. ABC Monday Night Movie—Far and Away, Part 2 10.4/17	10. Murphy Brown 14.8/23	16. NBC Monday Night Movies—Awake to Danger 13.4/21	83. Medicine Ball* 6.6/10
9:30		20. Cybill 13.1/20		
10:00		14. Chicago Hope 13.7/23		
10:30				
<b>TUESDAY</b>	16.5/27	8.5/14	11.2/18	6.5/10
8:00	24. Full House 12.3/20	51. Under One Roof* 9.2/15	34. Wings 11.1/18	84. Fox Tuesday Night Movie—Aces: Iron Eagle 3 6.5/10
8:30	21. Thunder Alley 12.7/20		40. Smthng Wilder 10.2/16	
9:00	2. Home Improvmt 20.6/32	63. CBS Tuesday Movie—The Dead Pool 8.2/14	24. Frasier 12.3/19	
9:30	5. Grace Under Fire 19.6/31		38. J Larroquette 10.6/17	
10:00	6. NYPD Blue 16.9/29		31. Dateline NBC 11.5/20	
10:30				
<b>WEDNESDAY</b>	11.7/19	8.4/14	10.8/18	9.6/16
8:00	53. Sister, Sister 9.0/15	56. George Wendt 8.7/15	48. Cosby Mysteries 9.3/15	34. Beverly Hills, 90210 11.1/18
8:30	48. All American Girl 9.3/15	81. Double Rush 7.0/11		
9:00	18. Roseanne 13.3/21	55. Greatest Commercials Ever 8.8/14	31. Dateline NBC 11.5/18	66. Party of Five 8.0/13
9:30	15. Ellen 13.5/21	58. Northern Exposure 8.4/15	29. Law and Order 11.7/21	
10:00	23. Primetime Live 12.4/22			
10:30				
<b>THURSDAY</b>	8.4/14	6.5/11	18.5/30	7.9/13
8:00	66. Extreme 8.0/13	82. NCAA Basketball Championship Game 1 6.7/11	8. Mad About You 15.3/25	71. Martin 7.8/13
8:30			9. Hope & Gloria 14.9/24	56. Living Single 8.7/14
9:00	71. The Commish 7.8/12	91. NCAA Basketball Champ'ship Game 2 5.7/11	1. Seinfeld 21.4/33	73. New York Undercover 7.6/12
9:30	48. P. Jennings Reporting: In the Name of God 9.3/16		3. Friends 19.8/31	
10:00			3. E.R. 19.8/34	
10:30				
<b>FRIDAY</b>	12.8/23	7.3/14	9.2/16	7.2/13
8:00	26. Family Matters 12.1/22	79. NCAA Basketball Championship Game 1 7.1/13	44. Unsolved Mysteries 9.6/17	89. VR5 6.1/11
8:30	27. Boy Meets Wld 12.0/21	85. NCAA Ch Game 2 6.3/14	42. Dateline NBC 9.9/17	60. The X-Files 8.3/14
9:00	22. Step By Step 12.5/22		66. Sweet Justice 8.0/15	
9:30	33. On Our Own 11.3/20			
10:00	11. 20/20 14.3/27			
10:30				
<b>SATURDAY</b>	6.2/12	7.6/15	9.0/17	7.9/15
8:00	89. ABC's World of Discovery 6.1/12	(nr) NCAA Basketball Championship Game 7.2/14	75. Empty Nest 7.4/14	77. Cops 7.3/14
8:30			66. Mommies 8.0/15	70. Cops 7.9/15
9:00	85. ABC Saturday Family Movie—Airplane II: The Sequel 6.3/12	78. The Office 7.2/14	60. Empty Nest 8.3/15	64. America's Most Wanted 8.1/15
9:30		46. Walker, Tx Rngr 9.5/19	58. Mommies 8.4/15	
10:00			36. Return of TV's Censored Bloopers 10.9/21	
10:30				
<b>SUNDAY</b>	12.0/20	11.8/19	10.3/17	6.7/11
7:00	47. Am Fun Hm Vid 9.4/17	(nr) NCAA Ch Game 15.5/30	92. Earth 2 5.3/9	93. Encounters 4.5/8
7:30	28. Am Fun Hm Vid 11.8/20	6. 60 Minutes 16.9/28	64. seaQuest DSV 8.1/13	52. Simpsons 9.1/14
8:00	37. Lois & Clark 10.8/17	11. Murder, She Wrote 14.3/22		74. The Critic 7.5/12
8:30		85. CBS Sunday Movie—My Brother's Keeper 6.3/11	13. NBC Sunday Night Movie—Ed McBain's 87th Precinct 13.8/22	60. Married w/Child 8.3/13
9:00	19. ABC Sunday Night Movie—Betrayed: A Story of Three Women 13.2/22			88. Dream On 6.2/10
9:30				
10:00				
10:30				
<b>WEEK'S AVGS</b>	11.1/19	9.2/16	11.5/19	7.6/13
<b>SSN. TO DATE</b>	12.1/20	11.3/18	11.6/19	7.8/12

RANKING/SHOW [PROGRAM RATING/SHARE] (nr)=NOT RANKED \*PREMIERE TOP TEN SHOWS OF THE WEEK ARE SHOWN IN RED TELEVISION UNIVERSE ESTIMATED AT 95.4 MILLION HOUSEHOLDS; THEREFORE ONE RATINGS POINT IS EQUIVALENT TO 954,000 TV HOMES YELLOW TINT IS WINNER OF TIME SLOT SOURCE: NIELSEN MEDIA RESEARCH



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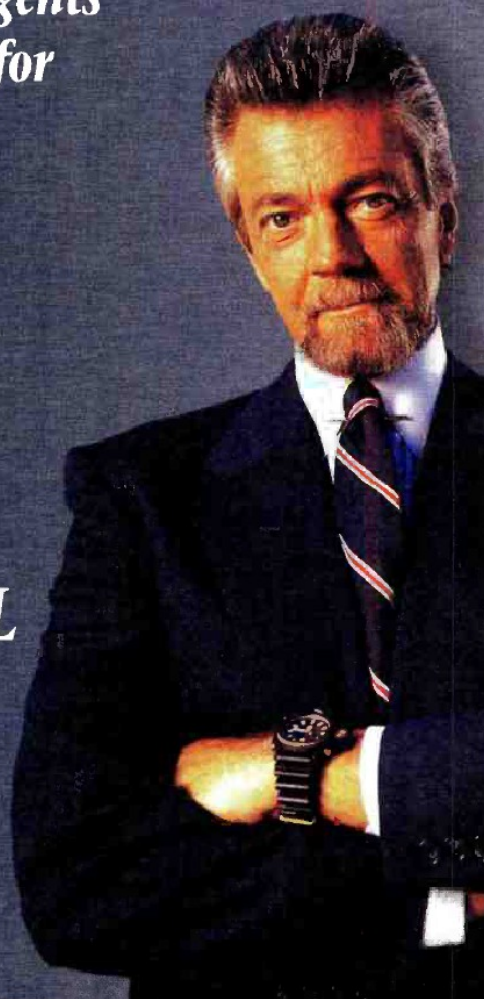
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## Broadcasters balk at admission price

*Strike virtually kills upfront, clouds rights picture*

By Steve McClellan



here is no joy in the offices of Mudville rights-holders.

If not for the strike, the value of local television and radio rights for the Major League Baseball teams would almost certainly have surpassed last year's record \$375 million. But the strike has virtually killed the upfront selling season for local MLB ad time, forcing most rightsholders to go back to the teams to seek reductions in this year's scheduled rights payments.

As of last week, it was impossible to tell how far the value of local MLB rights would fall this year: In many cases conversations between teams and stations, as between players and owners, were ongoing without resolution.

The most contentious situation to date involves the New York Yankees, whose local rights up to this year have been the most valuable in the league. In the face of the Yankees' recalcitrance to consider any kind of relief—despite a moribund ad sales market for replacement baseball—radio rightsholder WABC(AM) filed a breach of contract suit against the

team last week.

Other rightsholders, including KTXH-TV Houston (Astros) and KTVT(TV) Fort Worth (Rangers) have drawn a line in the sand, having decided not to air games involving "replacement" players in the pre- and regular season. (It's all but certain that replacement players will start the regular season.) In those cases, teams last week were still mulling their options, including filing lawsuits or finding other stations to carry their games.

Other stations, including WLWT(TV) Cincinnati (Reds), have decided to bag some or all preseason replacement-player games, but have put off decisions about the regular season until it arrives.

In some cases, where high-priced TV rights are at stake—including Boston and Los Angeles—the teams and rightsholders continue to talk, with indications from both sides of probable settlements.

Some teams and their rightsholders already have come to terms, with amended agreements said to include reduced rights fees and agreements to carry replacement games as long as the strike lasts. Such teams include

the Kansas City Royals with KSMO-TV Kansas City and the Florida Marlins with WBFS-TV Miami.

In cases where the flagship stations share revenue in lieu of paying a rights fee, the stations and teams have greater incentive to work together to make the most of a challenging situation. For example, the New York Mets with WWOR-TV and the St. Louis Cardinals with KPLR-TV say they'll proceed with replacement ball.

In Seattle, KIRO-TV, which recently switched from being a CBS affiliate to an independent with a UPN affiliation, negotiated a new deal with the Mariners in the off-season, with the strike in progress. The three-year deal calls for the parties to monitor replacement game ratings and fan interest in attending replacement games, among other things, before making a "mutually agreeable decision" on how to proceed as the season progresses, says Sandy Zogg, general sales manager at KIRO-TV.

In Baltimore, where Group W's WJZ-TV has the rights, the value of replacement games has become a moot issue. Orioles majority owner Peter Angelos, a lawyer who has represented unions in his practice, has

vowed not to play games with replacement players. Adding an exclamation point, the city of Baltimore has prohibited any replacement games from being played at the City's Camden Yards stadium. WJZ-TV already had decided not to air any preseason games. "Advertisers weren't interested," says station General Manager Marcellus Alexander, who has a more clear-cut sales strategy than most, given the all-or-nothing stand taken by Angelos. Unlike most stations, Alexander doesn't have to worry about recalculating the value of spots in replacement games. "We are selling a full season with major league players. Otherwise, we will move those spots into other sports or programing with similar demos," he says.

As expected, ratings so far for replacement ball have been down, by as much as 75% compared with similar games with major leaguers a year ago, according to rep sources. But in some cases, the declines haven't been terrible. WWOR-TV New York's opening Mets telecast on March 4 was 17% off the comparable game a year ago, and was perceived as pretty good under the circumstances. In St. Louis, Max Lumis, general manager at KPLR(TV), reports that Cardinal games have been averaging a 3 rating, only 1 ratings point off last year's mark.

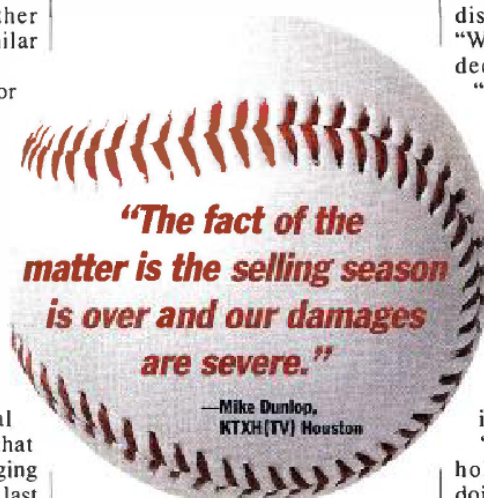
Drawing first blood in New York, WABC(AM) sued the Yankees last week for at least \$5 million, roughly equivalent to its annual payment to the Yankees under a rights deal that extends through the 1996 season. (The suit reports that the station pays the team both a rights fee and a share of the net profits the station derives from Yankee broadcasts.)

"The games played by replacement players are valueless to WABC because virtually no advertisers will pay to advertise on the broadcasts of such games," WABC said in its suit. The station described replacement ball as a "sham competition" and a breach of the team's contractual obligations to the station.

Although other lawsuits are expected between teams and rightsholders,

no others had been filed at deadline. In recent weeks, however, Yankees TV rightsholder MSG Network has publicly declared a position similar to that of WABC—that replacement games aren't what they contracted for.

MSG Network is scheduled under its long-running contract to pay roughly \$43.2 million this year for the local TV and cable rights. The Yankees, taking a hard-line approach to both its TV and radio rightsholders, essentially has said a deal's a deal and that the organization has no intention of offering its exhibitors relief from the existing pacts.



At KTXH, the Astros TV rightsholder, General Manager Mike Dunlop said the station's decision not to air replacement games came after the team refused to consider rights relief for the entire season. "The fact of the matter is the selling season is over and our damages are severe," amounting to \$3 million-\$4 million in lost revenue, he says. Astros officials did not return calls.

Another issue yet to be fully resolved is what constitutes a "replacement" team. By the time the regular season starts next week, it's possible that some players will decide to cross the picket lines if the strike hasn't been settled. Dunlop says his definition of the "real" Astros for 1995 is that it be composed of at least 75% of last year's

roster, factoring in retirements and trades.

The Texas Rangers TV rightsholder, KTVT(TV), flip-flopped on its decision to carry replacement games. Earlier, the station had cut a deal to carry a full slate of games, replacements or not. But two weeks ago, officials said, the station reversed itself and said it would not carry replacement games.

KTVT is scheduled to become a CBS affiliate this summer. Sources say that after the station made the initial decision to carry replacement games, managers there got a call from the network strongly urging them to reconsider to avoid minimal disruption of the network lineup. "We are very disappointed with their decision," said a team official. "We're exploring all options." Station executives did not return calls.

Meanwhile, several large- and small-market teams and their rightsholders continue to talk and expect to hammer out revised agreements. Executives at both the Boston Red Sox and WSBK-TV say they expect to make a deal that would allow the station to pay less than the \$17 million or so it initially agreed to pay this season.

"We're working with our rightsholder, and we're committed to doing something for them," says the Red Sox' Jim Healy. "We're both trying to get a grip on revenues and expenses. We'll come to some agreement, I just don't know when." Adds WSBK-TV General Manager Stu Tauber, "The team is very sensitive to our problems, and I'm optimistic we'll reach an agreement. We're planning on carrying replacement baseball."

Tribune-owned KTLA has deals to carry both the Dodgers and the Angels. Station manager John Reardon says talks are ongoing with both teams to work out revised agreements. "It's difficult for rightsholders because advertisers just aren't buying into the replacement games," says Reardon. "We're trying to work out a solution with the teams—they're partners and we want to keep the partnerships intact." ■



# '95 BASEBALL'S LOCAL LINEUP

BROADCAST TV						CABLE				RADIO			
Team	Flagship	# of reg. season games	# of stations in net.	Contract status yr./yrs.	1995 rights (in millions)	Regional network	# of reg. season games	Contract status yr./yrs.	1995 rights (in millions)	Flagship	# of stations in net.	Contract status yr./yrs.	1995 rights (in millions)
<b>NATIONAL LEAGUE EAST</b>													
Atlanta Braves	WTBS (TV) (ch.17)	122	0	NA	NA	SportsSouth	24	NA	NA	WSB(AM) (750 khz)	150	1/5	NA
Team, WTBS and SportsSouth are owned by Turner Broadcasting System. WBS pays \$7 million for rights to Braves and Turner's Atlanta Hawks NBA team.													
Florida Marlins	WBFS-TV (ch.33)	52	6	3/4	\$6.7	Sunshine Network	60	3/4	\$3.7	WQAM(AM) WCMQ(AM)	21 NA	3/4 3/4	\$2.2 NA
Montreal Expos	SRC(Fr.) TQS (Eng.)	32 20	15 15	1/4 1/4	NA	NO CABLE	—	—	—	CKAC (AM) CIQC (AM)	40 9	1/4 1/4	NA
Team retains all TV and radio rights.													
New York Mets	WWOR-TV (ch.9)	73	0	4/5	NA	SportsChannel New York	75	9/30	\$12.0	WFAN (AM) (660 khz)	20	5/5	\$5.5
Team and WWOR-TV share revenues.													
Philadelphia Phillies	WPHL-TV (ch.17)	81	2	3/5	NA	PRISM SportsChan./Phil.	43 25	NA	NA	WGMP (AM) (1210 khz)	21	3/5	\$3.0
Team and WPHL-TV share revenues.													
<b>NATIONAL LEAGUE CENTRAL</b>													
Chicago Cubs	WGN-TV (ch.9)	140	NA	NA	NA	Chicagoland	9	NA	NA	WGN(AM) (720 khz)	53	NA	NA
Team, WGN-AM-TV and Chicagoland are owned by Tribune.													
Cincinnati Reds	WLWT (TV) (ch.5)	53	16	2/2	\$3.0-\$4.0	SportsChannel Cincinnati	35	3/3	\$2.0	WLW (AM) (700 khz)	70	NA	NA
Houston Astros	KTXH (TV) (ch.20)	63	16	10/10	\$4.0	Prime Sports	NA	NA	NA	KPRC (AM) (950 khz)	50	5/5	NA
Sale of cable rights to Prime Sports in negotiation.													
Pittsburgh Pirates	WPXI-TV (ch.11)	11	NA	1/1	NA	KBL Network	75	1/1	\$2.8	KDKA (AM) (1020 khz)	52	1/1	NA
Team and WPXI share revenues. Team retains radio rights.													
St. Louis Cardinals	KPLR-TV (ch.11)	60	20	1/2	NA	Prime Sports	40	2/3	NA	KMOX (AM) (1120 khz)	120 (est.)	4/5	\$5.2
Team owner Anheuser-Busch produces all games, splits revenues with KPLR-TV and Prime Sports; KMOX buys ad inventory.													
<b>NATIONAL LEAGUE WEST</b>													
Colorado Rockies	KWGN-TV (ch.2)	90	8	3/5	NA	NO CABLE	—	—	—	KOA (AM) (850 khz)	60	3/5	\$3.8-4.0
Team retains broadcast TV rights, sells radio rights.													
Los Angeles Dodgers	KTLA (TV) (ch.5)	46	0	3/5	\$15.5	NO CABLE	—	—	—	KABC (AM) (790 khz)	31	3/5	\$3.3
San Diego Padres	KFMB-TV (ch.8)	23	NA	1/3	\$1.8	Prime Ticket	25	2/6	\$1.0	KFMB (AM) (760 khz)	NA	1/3	\$3.0
Rights holder Midwest Television Inc., owner of KFMB-AM-TV; plans to buy time on KTTY(TV) to air additional 35 games.													
San Francisco Giants	KTVU (TV) (ch.2)	58	6	1/6	\$5.5	SportsChannel Pacific	54	5/6	\$3.7	KNBR (AM) (680 khz)	16	1/4	\$4.5

# BASEBALL '95

Team	BROADCAST TV					CABLE				RADIO			
	Flagship	# of reg. season games	# of stations in net.	Contract status yr./yrs.	1995 rights (in millions)	Regional network	# of reg. season games	Contract status yr./yrs.	1994 rights (in millions)	Flagship	# of stations in net.	Contract status yr./yrs.	1995 rights (in millions)
<b>AMERICAN LEAGUE EAST</b>													
Baltimore Orioles	WJZ-TV	35	9	2/3	\$6.5	Home Team Sports	79	2/3	\$3.75	WBAL(AM) (1090 khz)	NA	2/3	\$2.5
WJZ-TV buys time on WNUV-TV to air additional 35 games.													
Boston Red Sox	WSBK-TV (ch.38)	75	NA	5/6	\$17.2	New England Sports Network	75	11/16	\$6.0	American Radio System	NA	2/3	\$4.8
Radio rights holder American Radio System will air games on either WRKO(AM) or WEEI(AM).													
Detroit Tigers	WKBD-TV (ch.50)	60	5	1/5	NA	Pro Am Sports	70	NA	NA	WJR (AM) (760 khz)	35	5/5	\$4.0
Team retains broadcast TV rights, sells cable and radio rights.													
New York Yankees	WPIX-TV (ch.11)	50	0	2/3	NA	Madison Square Garden Network	97	7/12	\$43.2	WABC (AM) (770 khz)	20	9/10	\$5.0
MSG Network, which holds all TV rights, sublicenses 50 games to WPIX-TV.													
Toronto Blue Jays	Baytone (CBC)	35 25	20 39	4/5	\$9.0	The Sports Network	80	3/3	\$4.0	CJCL (AM) (590 khz)	48	5/6	\$1.6
<b>AMERICAN LEAGUE CENTRAL</b>													
Chicago White Sox	WGN-TV (ch.9)	50	0	1/3	NA	SportsChannel Chicago	99	12/17	NA	WMAQ (AM) (670 khz)	28	4/4	NA
Team and WGN-TV have revenue-sharing deal; team retains radio beer revenue.													
Cleveland Indians	WUAB(TV) (ch.43)	61	0	4/4	\$2.0	SportsChannel Ohio	60	3/3	NA	WKNR (AM) (1220 khz)	32	2/3	NA
Kansas City Royals	KSMO-TV (ch.62)	62	19	3/3	\$3.0	NO CABLE	—	—	—	WIBW (AM) (580 khz)	115	1/3	\$1.8
Milwaukee Brewers	WVTV(TV) (ch.18)	66	5	NA	NA	NO CABLE	—	—	—	WTMJ (AM) (620 khz)	48	4/4	NA
Team retains all rights													
Minnesota Twins	WCCO-TV (ch.4)	42	0	2/4	NA	Midwest SportsChannel	84	2/4	NA	WCCO (AM) (830 khz)	70	2/4	NA
Owner of WCCO-AM-TV and Midwest Sports pays \$4.5 million for all rights; subleases additional 8 games to KLGTV													
<b>AMERICAN LEAGUE WEST</b>													
California Angels	KTLA-TV (ch.5)	52	0	4/4	\$8.0	Prime Sports West	26	3/5	NA	KMPC (AM) (710 khz)	10	2/3	\$4.0
Oakland Athletics	KRON-TV (ch.4)	50	11	NA	\$5.3	SportsChannel Pacific	NA	NA	NA	KNEW (AM) (910 khz)	20	2/4	NA
Seattle Mariners	KIRO-TV (ch.7)	64	6	1/3	NA	Prime Sports Northwest	40	2/3	NA	KIRO (AM) (710 khz)	30	3/5	NA
Team retains all rights.													
Texas Rangers	KTVT (TV) (ch.11)	90	13	3/3	\$5.25	Prime Sports	57	1/1	\$2.5	KRLD (AM) (1080 khz)	51	1/5	\$3.0

NA = Not Available. Stations payments for rights could not be obtained in every case. And because of advertising uncertainties stemming from players' strike, revenue projections for teams that retain rights or are in revenue-sharing arrangements with stations are not included. For teams that retain rights, contract status refers to time-buying deals with stations.



# The Baseball Network stays in the game

*Has \$140 million in commitments if strike is settled*

By Steve McClellan

**D**espite the ongoing players strike, The Baseball Network (TBN)—the joint venture of Major League Baseball, NBC and ABC—has commitments totaling \$140 million for the 1995 season, contingent on a settlement of the strike.

The news is good and bad for TBN. The good news is that advertisers were pleased with last year's TBN results—both the production and the ratings of the games (an average 7.1 rating) that aired before the strike hit in August—as well as the way TBN dealt with advertisers after the strike was called.

New York-based media buyer Paul Schulman credits TBN with building good relationships with advertisers, especially by letting them out of commitments last year when the strike hit. "If they hadn't developed that credibility, they'd be in a dreadful situation this year," he says.

The bad news is that a settlement does not appear imminent. A month ago it would have been unthinkable that a settlement wouldn't be reached

***"But the market is relatively positive about us because last year we proved that we could deliver what we promised."***

—Ken Schanzer

by July 11, the scheduled air date for the All-Star Game, when TBN begins its second season.

TBN appears to be a concept that has worked, but the strike has triggered an out clause in the initial six-year agreement that will let team owners decide whether to go beyond a second year, since ad sales for the first two years won't total \$330 million.

Meanwhile, NBC confirmed last week that it will carry whatever games TBN has to offer this season when its six-week rotation begins on Aug. 25. ABC, which is sched-



uled to carry six prime time games starting July 15, has not yet decided what it will do, a spokesman said last week.

Because of last year's strike, TBN had to return all but about \$25 million or \$30 million of last year's advertising commitments—which sources say would have reached \$200 million if the season had been completed.

Not unexpectedly, TBN had no money to disperse to local teams. Both this year and last, teams projected getting roughly \$5.5 million each from TBN's ad sales effort. By comparison, they each got \$14.7 million from the final year of the CBS rights deal in 1993.

At TBN, Ken Schanzer, the venture's president, acknowledges that the strike has had an impact. "You can't deny that," he says. "But the market is relatively positive about us because last year we proved that we could deliver what we promised."

Meanwhile, Schanzer says, TBN is focused on doing "exactly what we did last year, only better." What does that mean? Basically, it means providing more information in each of 11 simultaneous regional games about those contests the viewers aren't watching.

And if the strike is still on in July? Schanzer says that, for now, TBN is operating on the assumption it will be settled. "If a new set of realities is thrust upon us, we'll adapt accordingly."

## SAVE THIS DATE

MONDAY

6

NOVEMBER 6, 1995

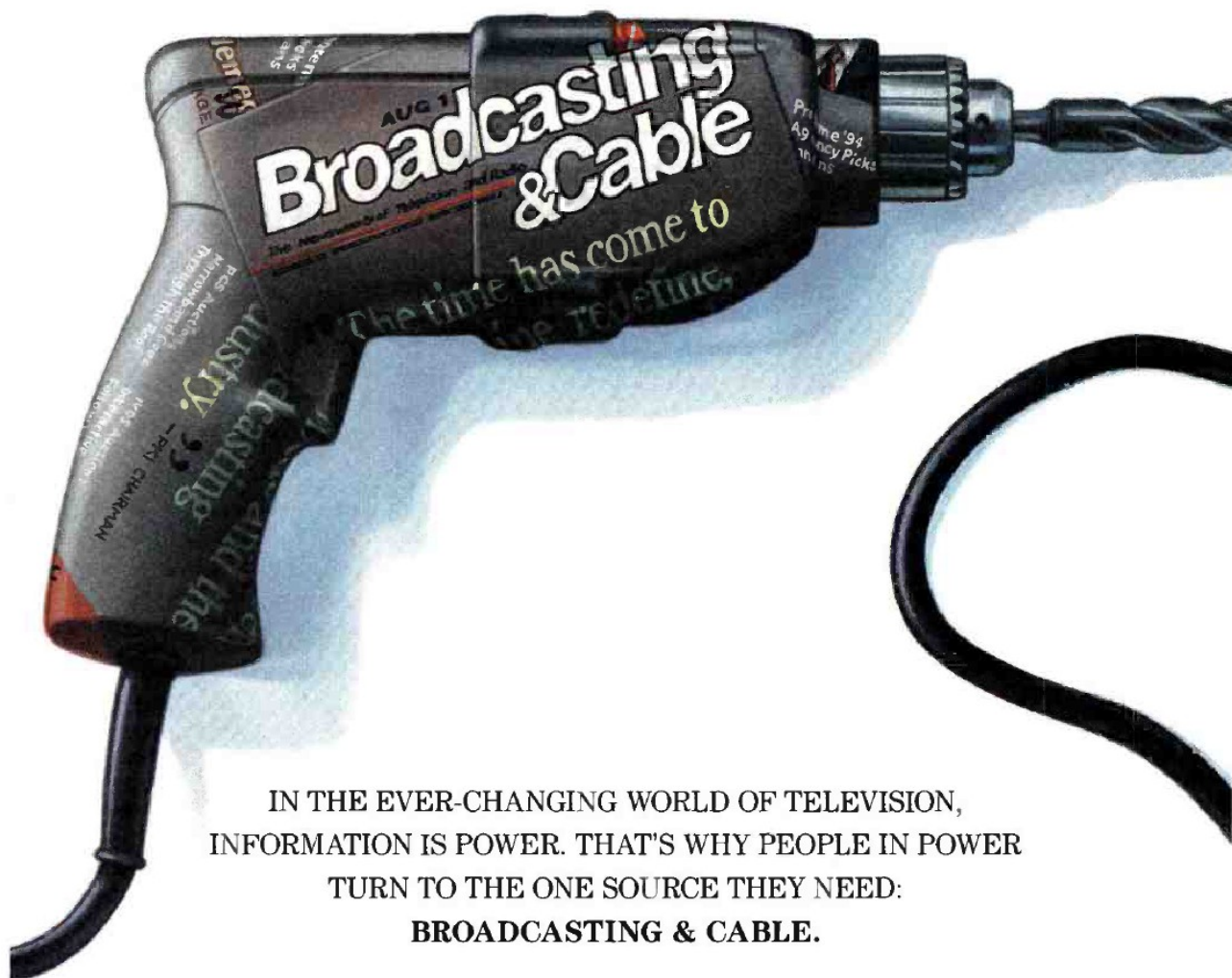
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# Telemedia

THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

# Week

Interactive

## Dream date: Microsoft and DreamWorks SKG

Gates joins Allen to develop interactive software for entertainment company

By Mark Berniker

Microsoft joined the Dream Team last week. The software giant signed a joint-venture deal with DreamWorks SKG, the entertainment company founded by Steven Spielberg, Jeffrey Katzenberg and David Geffen, to establish a company that

will create interactive entertainment software.

DreamWorks and Microsoft will each own 50% of DreamWorks Interactive and will invest \$15 million each. The venture will create CD-ROMs, video games, online and interactive television services.

"We will release between three and five titles by

### Microsoft

Christmas of 1996, and around a dozen titles in 1997," says Leslie Koch, product unit manager of Microsoft's consumer division, who is part of the transition team setting up DreamWorks Interactive.

Koch says the titles will feature adventure games, interactive stories "with a stirring narrative" and other consumer-oriented multimedia software. Many of the concepts are expected to be generated by film, television and animation productions by DreamWorks SKG.

"The joint venture is not just going to build software out of the film and television properties developed by DreamWorks," says Koch. Microsoft will continue to develop its own slate of consumer titles separately from the new venture.

Koch says DreamWorks Interactive is interested in producing multiplayer online games, but has yet to decide for which videogame platforms. The venture is beginning its hunt for a CEO and will hire a team of software developers, game designers, animators and others from the entertain-



Bill Gates gets into Dreamworks

ment industry.

At a press conference announcing DreamWorks Interactive, Bill Gates, Microsoft chairman/CEO, said his company also will be "a strategic investor and minority partner in DreamWorks SKG." But Gates refused to disclose the amount of Microsoft's investment in the new studio.

Early last week, Microsoft co-founder Paul Allen announced that he is investing \$500 million in the studio. Allen's stake will be approximately 19%.

In addition to Microsoft and Allen, DreamWorks SKG's other investor is Capital Cities/ABC. Another major entertainment company with a strong distribution arm—possibly MCA, Time Warner, Sony or Viacom—is expected to come onboard soon.

Geffen has said the three principals will retain two-thirds of the company, whose

*continues on page 47*

Interactive

## Supercomm opens arms to TV industry

Panel encourages local news to contribute to interactive video services

By Mark Berniker

In its continuing bid to enter the cable television and interactive services businesses, the telecommunications industry is offering a crash course on how it works.

Supercomm '95, the global telecommunications conference and exhibition that traditionally is the domain of telecommunications engineers and networking experts, last week opened its doors to the television industry. A number of panels were geared toward TV executives. The conference took place Monday-Wednesday in Anaheim, Calif.

Several telephone company executives on one panel, "We're New Here," emphasized that interactive TV services to be offered over video dialtone networks must be easy to use and affordable. The panel was sponsored by NATPE International.

*continues on page 46*

Satellite Radio

# DMX makes music on Primestar

By Donna Petrozella

The Primestar direct broadcast satellite service has reached an agreement with Digital Music Express for the latter to provide CD-quality music formats to Primestar's programming lineup beginning this summer.

Digital Music Express (DMX) features 120 channels of uninterrupted music in a variety of narrowly defined

formats, ranging **DIGITAL MUSIC EXPRESS** from classical to alternative rock, without commercials.

The DMX signal will be fed directly from the Primestar receiver into a stereo amplifier. Netlink USA will market the DMX service to owners of home C-band satellite dishes.

Primestar currently offers a "Superaudio" analog audio frequency to its subscribers, and will offer both the six-channel Superaudio service and a 10-channel

DMX service once DMX is added. International Cablecasting Technologies (ICT), which invented and launched DMX in 1991, already provides "ICT's DMX for Business" that markets satellite-delivered DMX programming to the commercial marketplace. ICT also holds a 50% ownership interest in

Superaudio.

By 1996 Primestar anticipates offering more DMX channels as the satellite service moves to the high-power Ku-band delivery system. The initial 10-channel DMX service then will become part of a basic subscriber package, and the additional channels will become premium offerings, Primestar officials say. **TM**



Direct Broadcast Satellites

# PanAmSat expands DTH plans

Service to India may be delivered starting this fall

By Chris McConnell

PanAmSat is setting its sights on another market for direct-to-home television: India.

The service will deliver up to 120 channels of digitally compressed programming over Ku-band frequencies to receiving dishes less than one meter in size. Delivery will begin sometime after PanAmSat's PAS-4 satellite is launched this summer.

The company has not announced a start-up date for the Indian service, but it expects the PAS-4 satellite to be capable of delivering the DTH signals this fall.

"DTH is the logical next step in our ability to provide program-distribution services via satellite around the world," says PanAmSat President Fred Landman. "The next opportunity we see for DTH is India."

Programming will include a

mix of regional material as well as U.S. and European programming, says PanAmSat Executive Vice President Luli Saralegui.

The company plans to deliver a DTH service called Galavision to Latin America from the PAS-3 satellite. PanAmSat also has contracted with Space Systems/Loral for a direct broadcast service

satellite, and earlier this month tapped Hughes Aircraft for another satellite to deliver DTH programming to Latin America.

Unlike the Galavision service, PanAmSat's plans in India do not extend to participating directly in the DTH business, Saralegui says. Rather, the company plans to provide space and act as a

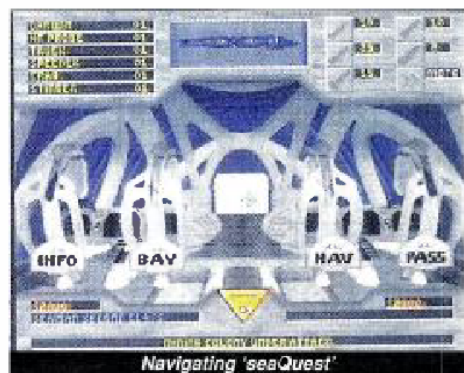
facilitator to DTH service providers.

"It's leasing the capacity," Saralegui says. "It's not us being a part of a business."

Saralegui adds that the company also plans to offer capacity for delivering a DTH service to South Africa. "We've approached DTH a couple of different ways," she says. **TM**

## 'seaQuest' goes gaming

T-HQ Inc., MCA/Universal Merchandising and Amblin Entertainment have released the new *seaQuest* video game for the Sega Genesis, Super Nintendo Entertainment System and Nintendo Game Boy gaming systems. Videogame users will be able to pilot submarines and other underwater vehicles in six missions to stop renegade pirates from taking over the world. The video games feature footage, characters and computer-generated vehicles from the television series. The titles were developed under the Black Pearl Software and Malibu Games labels, and the different versions will cost \$29.95-\$59.95.

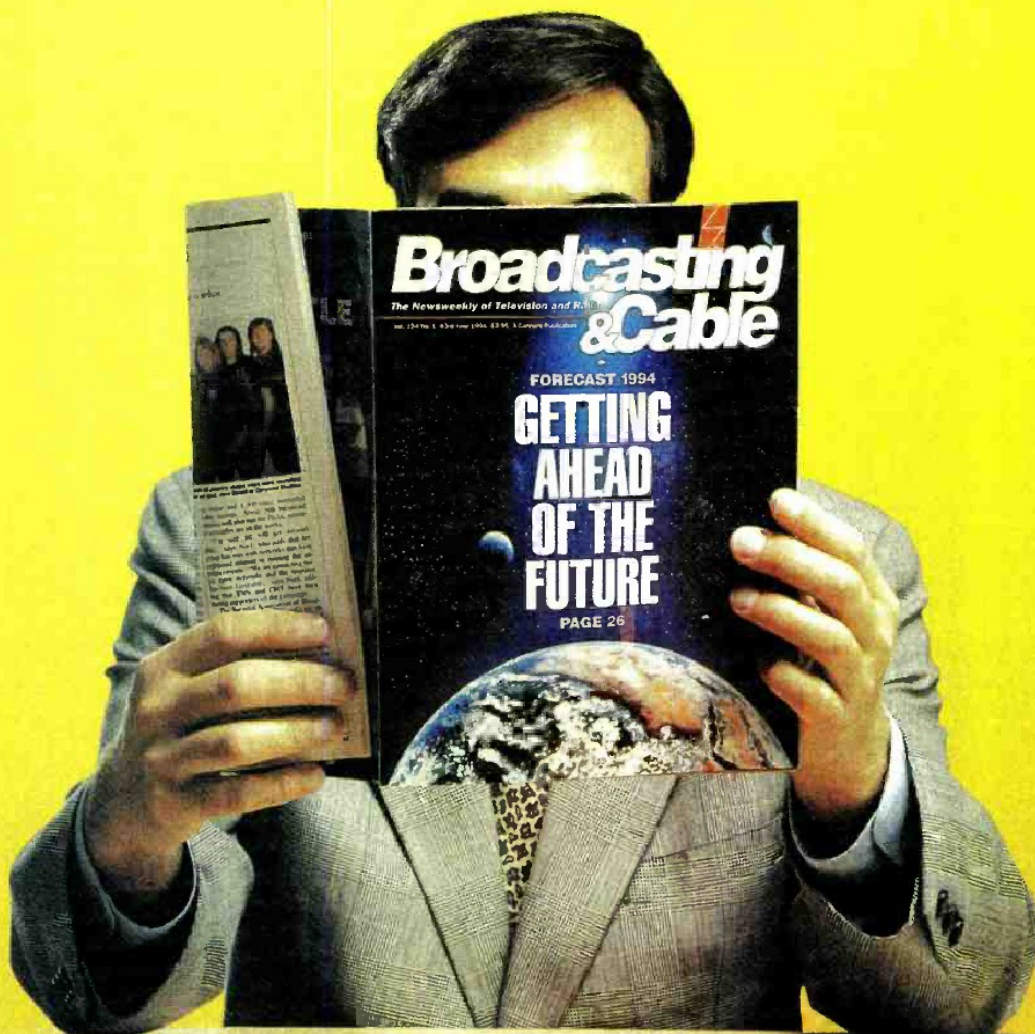




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Online Services

**Comcast upgrading Maryland systems**

Comcast Cablevision of Maryland says it will invest more than \$100 million to upgrade its cable systems in Baltimore and Harford and Howard counties. As part of the project, Comcast will deploy 1,500 miles of fiber optics to improve current services, allow for expansion of channel capacity and be able to offer video on demand, online access and other interactive services.

**KHOU-TV plans home page on Internet**

Houston CBS affiliate KHOU-TV says that within the next few weeks it will have its home page up on the Internet's World Wide Web. The station's Larry Giele says the finishing touches are being put on the page's design. KHOU-TV's page will provide news, weather and local information.

**Graff, Multimedia Games strike deal**

Graff Pay-Per-View and Multimedia Games jointly will develop interactive gaming shows and products to be delivered via broadcast and cable television, video dialtone networks and online services. The partners are expected to develop "transaction-oriented games of chance" over interactive networks.

**Viacom invests in Byron Preiss**

Viacom's Simon & Schuster publishing unit has acquired a 20% equity interest in Byron Preiss Multimedia Co. The two companies will co-publish children's and reference CD-ROM software titles. Viacom is pouring sizable resources into Simon & Schuster Interactive, which will release 15 multimedia software titles this year. The partners are considering developing several of Viacom's television properties into CD-ROM titles.

# Copyrights create Internet problems

TV, radio stations advised: 'Don't do it without permission'

By Mark Berniker

With all kinds of information floating around the Internet, serious legal questions are being raised about infringement of music and wire service copyrights.

"The law is not really clear, but two of the things television and radio stations need to worry about is taking news wires [and] music and putting them online," says Neil Friedman, attorney for Pepper & Corazzini, a Washington communications law firm.

There are "no clear answers," Friedman says, but he advises television and radio stations that are setting up sites on the Internet: "Don't do it without

permission."

The Associated Press, Reuters and other wire services control the rights to their news material, and television and radio stations pay licensing fees for access to their information. But rebroadcasting the wire on the Internet is not normally part of those deals.

Musical content is another source of rights problems because music publishers, composers, artists and record companies all have different rights, Friedman says.

The Internet Underground Music Archive makes music available over the Internet, but it has negotiated with various record labels to do so. A radio station does not have the right to send songs

it broadcasts onto the Internet because that would violate the song's copyrights.

The Internet is the new frontier of information distribution. Friedman will be one of several panelists discussing multimedia, intellectual property and copyright laws at the National Association of Broadcasters annual convention in Las Vegas next month.

The U.S. Patent Office has commissioned a task force to consider revisions to the Copyright Act. A report to be issued next month will recommend to Congress changes in the act to deal with the Internet and an array of issues stemming from the rapid growth of multimedia software.

"The problem with the Internet is there is no case law," Friedman says. Although clear answers are few, that doesn't mean TV and radio stations can distribute everything used on their broadcasts on the Internet or elsewhere, he says. **TW**

## SUPERCOMM

continued from page 42

Local television news will provide one area of growth for interactive video services, the panelists said. Offerings may include expanded newscasts, more local weather and traffic information, and access to a local station's archives.

Consumers are fed up with much of the programming on television, the telco executives said. However, they were not specific about what new programming they have in mind for the future.

One of their assumptions is that the new generation of technology and tools will enable producers to create ways of presenting information and entertainment that will encourage viewers to become involved in the process.

The panelists expect that many lessons will come from interactive television trials. They are especially interested in consumer demand for on-demand programming, home shopping and interactive information services.

In US West's trial in Omaha, and with Time Warner's Full Service Network in

Orlando, Fla., the first task has been to determine the proper combination of programming and transactional services, said Meredith Flynn, director of content, US West. US West will wait to try to get advertisers involved.

Early research shows that there is some resistance to learning how to use the new services, but usage of video games is surprisingly high, said Vincent Grosso, AT&T VP of interactive TV services and development.

Other Supercomm '95 highlights:

■ Scientific-Atlanta's demonstration of its end-to-end broadband interactive communications system, which combines analog and digital technology for the delivery of video, voice and data services for the cable and telecommunications industries.

■ General Instrument displayed its end-to-end integrated broadband voice, data and video network solution.

■ Westell announced a sales and marketing deal with Concurrent Computer to provide interactive multimedia applications to telephone companies. These applications will include video on demand, online services, distance learning and telemedicine. **TW**

## DREAMWORKS SKG

continued from page 42

current total equity is \$2.7 billion, leaving \$900 million for Allen and other investors. Announcements of other investors in DreamWorks SKG are expected within the next week. California Public Employees Retirement Systems (CalPERS) has been rumored to be considering a \$300 million stake in the venture.

DreamWorks will produce not only motion pictures and television shows but also animated feature films, musical recordings and interactive entertainment software.

Both Gates and Allen in recent years have expanded their companies into a variety of CD-ROM, online, publishing and TV activities.

Microsoft already has released a cross-platform project for television, CD-ROM and other media formats in its association with Scholastic Productions for *The Magic School Bus*. Microsoft also is working on a CD-ROM for *500 Nations*, which will be released as a prime time broadcast TV program, print book, audiocassette, soundtrack and videocassette.

But although Microsoft is pushing to become a leading multimedia software publisher, its core business is to provide operating systems and software for personal computers. As an extension of that business, Microsoft is bent on providing an integrated software solution for interactive television.

The company is putting together an end-to-end software system, which will be the backbone of what it is calling the "interactive broadband network."

DreamWorks SKG is interested in seeing its various entertainment productions become available for numerous markets, including movie theaters, televi-

sion, videocassettes, video games, CD-ROMs, online or as future interactive television services.

Microsoft is organizing interactive TV trials with SBC Communications (formerly Southwestern Bell) TCI in Seattle as well as with overseas partners in France, Germany and Japan.

Microsoft still is working out bugs in the software so that interactive services will seamlessly operate in consumers' homes with set-top boxes connected to broadband networks and video servers residing in the headends of cable operators and telephone companies.

But perhaps the greatest variable in the whole interactive television equation is what services will be carried over these new networks.

Paul Allen's Starwave Corp. already is working on some of the applications that may evolve into interactive TV services. Starwave recently announced that it is working with ESPN, whose parent is Capital Cities/ABC Inc., to bring the cable sports programmer's content to the Internet's World Wide Web.

Starwave and ESPN will premiere an Internet sports service during the final weekend of the NCAA Final Four basketball tournament. Starwave is creating an Internet presence for *Outside*

*Magazine*. Allen also created an entertainment information service, Mr. Showbiz, within the Starwave area on the Internet.

Allen is an investor in Egghead Software, Ticketmaster and c/net: The Computer Network, a cable programmer covering the computer industry

(see page 23), and owns the NBA Portland Trailblazers. He recently invested in MedioNet, a hybrid CD-ROM/Internet service seen as a precursor to interactive TV services, which are expected to combine stored

video, audio, text and graphics with live communications.

DreamWorks's growing alliance with Gates's Microsoft empire and Allen's Vulcan Ventures and Starwave immediately places the new studio in a extremely powerful position in the evolving interactive entertainment software business.

Beyond software, DreamWorks is working closely with ABC to produce a variety of television programming and with Home Box Office as part of a \$1 billion, 10-year exclusive film licensing agreement.

DreamWorks SKG's first movie will be released next year and its first animated feature film is due in 1998, but within four years it plans to be releasing at least 10 films per year.

**DreamWorks will produce not only films and TV shows but also animated feature films, musical recordings and interactive entertainment software.**

## Adult video, cable market surges

Sex sells. According to Adult Video News, the adult video market grew last year to \$664 million, up from \$521 million the previous year. Yoram Dahan of AVN said the market for adult sex videos on cable is "fast growing," and he mentioned Spice, Playboy, Action Pay-Per-View and The Adam & Eve Channel as the leaders in the market.

## Calendar

**March 31-April 1**—Navigating the Information Superhighway and New Media, sponsored by the Society of Professional Journalists. Westin William Penn Hotel, Pittsburgh. Contact: 412-392-3987.

**April 3**—Hollywood in Cyberspace: Staking Your Claim on the Online Frontier, sponsored by Sensational Seminars Inc. Pacific Design Center, Los Angeles. Contact: Nina Steiner, 310-288-3425.

**April 4**—The Big Picture: The Business of Entertainment, sponsored by *Variety* and Wertheim Schroder & Co. The Pierre Hotel, New York. Contact: Davia Temin, 212-492-6082.

**April 4-6**—The Pay-Per-View Millennium Is Coming, sponsored by CTAM. New Orleans Marriott. Contact: (703) 549-4200.

**April 18-19**—Online Marketplace '95, sponsored by Jupiter Communications. The Sheraton Chicago. Contact: (212) 941-9252.

**April 18-19**—Regulating Video Dialtone Networks, sponsored by *Telecommunications Reports* and Video Dialtone Association. Washington Vista Hotel. Contact: (202) 842-3022.

**April 19-21**—Countdown to Competition for Wireline and Wireless Services, sponsored by Multichannel CommPerspectives. Hotel Inter-Continental, Chicago. Contact: (303) 393-7449.

**April 30-May 2**—The Consumer at the Controls: Technology and Telecommunications in the Information Age, sponsored by the National Consumers League. Executive Tower Inn, Denver. Contact: (202) 639-8140.

**May 7-10**—Cable '95, sponsored by the National Cable Television Association. Dallas Convention Center, Dallas. Contact: NCTA, 202-775-3606.

**May 11-13**—Electronic Entertainment Expo, sponsored by Knowledge Industry Publications and Infotainment World. Los Angeles Convention Center. Contact: (800) 800-5474, x 3028.



## New York City to sell WNYC-AM-FM

*Noncommercial foundation will get radio stations, promises no change in programming*

By Donna Petrozello

**T**he City of New York has decided to sell municipally owned, noncommercial WNYC-AM-FM to the WNYC Foundation, a not-for-profit citizens group, for \$20 million and to offer its noncommercial WNYC-TV for sale to the private sector (see page 53).

The decision by New York Mayor Rudolph Giuliani announced last week ends a year of discussions between city officials and WNYC Foundation members over the fate of the three public broadcasting stations.

Foundation members had urged the city to sell all three to the group for approximately \$22 million, a sum significantly less than the stations would command on the open market. Brokers predict that the radio properties could sell to a private buyer for \$35 million-\$40 million.

The decision to sell the radio properties to the foundation and to place the TV property on the open market seemed to be a compromise.

"This is the second elegant solu-

tion," says WNYC Foundation Chairman Irwin Schneiderman. He says that although the foundation would have preferred to acquire all three

to preserve their public programming, the city's offer "certainly accomplishes most of what the people wanted."

By divesting its broadcasting properties, Giuliani said, the city will shed the "distorted role" that government plays when it acts as a radio and television broadcast owner.

"Broadcasting is not at the core of the business of city government," Giuliani said at a press conference last week. "Cities don't belong in and don't do well in the broadcasting business. It fits a different form of government than a democratic one."

The deal requires the foundation to pay the city \$20 million in equal amounts over six years. Schneider-



man says that although raising \$20 million "will be hard work," he is "confident" that the stations will be able to generate ample donations. The stations' latest

fundraiser brought in more than \$1 million, says WNYC-AM-FM spokesman John Platt.

Giuliani considered selling WNYC-FM last year to generate income for the city and to help offset its budget deficit. The city predicted it could get \$40 million-\$50 million for WNYC-FM alone. Giuliani says he does not yet know where the income from the AM-FM sales will be used to offset expenses in the 1996 budget.

Although the three stations' licenses each permit commercial use, the city has maintained public programming on them. Schneiderman says the foundation intends to keep the stations' programming as is, a position supported by the mayor. ■

### BCFM at work on radio survey

Data on radio station expenses, revenue, ratings and staff salaries is being collected for the upcoming 1995 Radio Station Benchmark survey scheduled to be released at the end of May by Price Waterhouse LLP and the Broadcast Cable Financial Management Association.

The survey will compile responses from an estimated 400 radio stations in the top 200 markets. The survey is marketed as a way by which broadcasters can judge themselves with regard to their marketplace competition, says Kelly Ronayne of Price Waterhouse.

BCFM and Price Waterhouse released their first radio benchmark report last year. It included data from management at more than 100 radio stations about their performance in 1993.

Stations contributing to the 1994 Radio Station Benchmark surveyed station sales staffs, general managers and programmers about their station's performance and the health of the radio industry in general. Results tabulated in the 1994 survey reflected radio's modest gains in 1993 as

compared with revenue gains reported last year.

The 1994 survey showed that although the radio industry in 1993 was rebounding from the recessionary slump of 1991 and 1992, only half of the stations surveyed in markets 20-200 turned an operating profit in 1993.

Eighty percent of stations in the 1994 survey reported an average 7.8% increase in net operating revenue and a 3.6% increase in expenses for 1993, giving most stations improved cash flow in 1993 over 1992. In the top five markets, the survey found that 80.8% had higher operating revenue in 1993; 92.9% had a positive cash flow, and 85.7% had a positive net income.

However, the survey states that "nearly a quarter of survey participants reported that net revenues fell from 1992 to 1993, in some cases by as much as 45%." The report also stated that "nearly one in five stations reported negative cash flow in 1993, and more than 37% reported operating losses." In addition, "outside the top 20 markets, only half reported making money."

—DP

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**April 3 Pre-Show issue** – Alert attendees to the products you'll feature at NAB'95. Features "Migration to Digital, Part IV." **Close: March 24.**

**April 10 Show issue** – Features show coverage, "Broadcasters on the Information Highway Special." **Close: March 31.**

**April 17 Post-Show issue** – wrap-up issue with highlights from the convention floor. **Close April 7.**

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# Sillerman: 'SFX not for sale'

By Donna Petrozzello

**T**alks between radio group owners SFX Broadcasting Inc. and Chancellor Holdings Corp. are at a standstill, while SFX Chairman/CEO Robert F.X. Sillerman maintains that his company "is not for sale."

Chancellor President/CEO Steven Dinetz went public two weeks ago with a \$160 million cash buyout bid (\$26 per share) for SFX's 6 million

shares of outstanding common stock. SFX board members unanimously turned down the offer (BROADCASTING & CABLE, March 20).

Sillerman last week disputed rumors that Chancellor's publicly "friendly proposal" may turn hostile. "Chancellor has said in all its letters that they're only interested in a friendly transaction, and I believe that," Sillerman said.

The chances that a hostile takeover could succeed are slim, since Sillerman holds 57%-65% of the SFX voting stock and is on the SFX board. Sillerman said that no talks on Chancellor's proposal are planned.

Dinetz also said that Chancellor's "course of action is purely friendly. We were looking to see what type of critical mass the two companies could create by coming together and how that could be a benefit to the shareholders."

Dinetz would not comment on whether Chancellor would make a higher buyout bid or seek another public company with which to merge. ■

## RIDING GAIN

### MultiVerse to rep Hamblin

Los-Angeles based MultiVerse Networks will represent national ad sales for *The Ken Hamblin Show*, a conservative political talk show hosted by Hamblin that claims 75 affili-

ates nationwide and debuted last September. Hamblin, who uses the on-air nickname "The Black Avenger," hosts his weekday afternoon show from Denver, is a newspaper columnist and is scheduled to release his first book with Simon & Schuster later this year.



MultiVerse Networks Chairman, Ken Williams, (c), producer Jake Arnette, and Ken Hamblin (r) in Los Angeles at the studio of the nationally syndicated 'Ken Hamblin Show.'

### Duopolies on the rise

Radio stations with a duopoly ownership arrangement claim an average 35.1% of the audience of listeners 12+ and an average 48.5% of advertising revenue, according to radio analyst Jim Duncan's March *Duncan's Radio Comments*.

The largest percentage of duopolized radio stations (at an average 43.3%) are in Arbitron markets 26-75. In small markets, an average 29.1% of stations are in duopolies, and in large markets, the figure is 34.5%, Duncan concluded.

Duopolized stations claimed an

average 60.5% of advertising revenue in medium markets, while small market duopolies earned an average 40.7% and major market duopolies claimed 44%, Duncan said. Duncan's analysis is based on audience share estimates report-

ed in Arbitron's fall 1994 survey and revenue estimates published in *Duncan's Radio Market Guide* for 1994.

Duncan predicted that by the close of 1995, 50% of radio stations will come into duopoly ownership and 64% of advertising revenue will be earned by duopolized stations.

### AURN ratings, audience size grow

The American Urban Radio Network increased its audience share by 8.1% among listeners 25-54, 3.7% among listeners 12+, and 1.5% among listeners 18+ last fall according to RADAR 50, the network radio ratings survey released earlier this month. AURN also claimed 3% of the network radio audience aged 12+, a figure that was not included in the RADAR 50 survey pie chart that divided the audience among the networks and was released by ABC Radio Networks research. Bill

McClenaghan, ABC senior VP of research and development, said AURN's share was not included in the pie chart because that network "serves a specialized niche audience" that is not comparable to the audiences for ABC, Westwood One or CBS radio networks. However, AURN President Jerry Lopes contended that the AURN shares should be calculated into the pie chart, and affect the shares attributed to ABC, Westwood One and CBS.

McClenaghan confirmed that with AURN's share included, the pie chart would be divided with ABC having 43.6% of the 12+ network radio audience; Westwood One, 39.5%; CBS, 13.9%, and AURN, 3%.

### Buchanan to leave Westwood One

While an increasing number of radio talk show hosts have moved from politics to radio, conservative political talker and columnist Patrick Buchanan is planning to do the reverse. Buchanan announced he will cease doing his midday talk radio show for Westwood One Entertainment in mid-April since he has decided to run for President. —DP

**Errata**—The weekly listening audience for ABC Radio Networks' news commentator Paul Harvey's *Rest of the Story* was incorrectly estimated at 30 million in the March 20 issue. ABC says Harvey reaches some 22 million people each week.

## Fate of WNYC-TV in air

*City seeks private investor for station's license*

By Donna Petrozzello

**W**NYC-TV New York, the municipally owned, noncommercial broadcast station, soon will be on the selling block, Mayor Rudolph Giuliani says.

The city will sell WNYC-TV's license to a private investor and use the proceeds to offset the city's budget deficit, Giuliani said last Tuesday during a news conference. The announcement was paired with the city's decision to sell the broadcast licenses for the city-owned, noncommercial WNYC-AM-FM to the WNYC Foundation, a not-for-profit citizens group committed to public broadcasting (see story, page 48). The three properties are licensed for commercial use, but have broadcast public programming for decades.

Foundation members and city officials estimated that selling WNYC-TV, which is on channel 32, could fetch \$65 million for New York. However,

brokers said the station could reap substantially more on the open market, with one broker estimating the price at \$80 million.

A year may pass before the city chooses a bidder for WNYC-TV and the FCC approves the deal. The city's agent in the sale, Rothschild Inc., reports that there are nearly 100 possible bidders for WNYC-TV.

WNYC-TV Managing Director David Sit, a foundation member, called it "incredible" that the foundation was unable to acquire the TV license along with WNYC-AM-FM, which was the foundation's goal.

Sit said the foundation offered the city \$22 million in cash and support services for all three stations. "The foundation tried to negotiate a price for all three stations," Sit said, "but there was no way we could come close to the mayor's [\$65 million] asking price for the TV."

WNYC-TV airs 11 locally produced programs along with lease-time programming in languages other than English to appeal to New York's many different ethnic groups. "The station serves a wide spectrum of people in the city, and this definitely will be a loss to viewers," Sit said of the planned sale.

Some of WNYC-TV's lease-time programs may be picked up by another public TV or cable station, but few stations are formatted for WNYC-TV's niche programming to the city's smaller ethnic groups, such as Ukrainians, Sit said. That and other public programming on WNYC-TV is not expected to be continued by a private, commercial broadcaster, Sit said: "[The foreign-language programs] may be able to migrate to a cable system, but many will be lost."

In voicing support for the sale of WNYC-TV, Giuliani said broadcast properties are better suited for private ownership, not government ownership. "I think this agreement shows that privatization can be both sensible and flexible, and the result is that the city is no longer in the broadcasting business." ■

## P&G tops list of big advertisers

By Rich Brown

**P**rocter & Gamble was the biggest spender on broadcasting and cable advertising in 1994, according to Competitive Media Reporting, the New York-based advertising tracking firm.

P&G topped the list of broadcast advertisers by spending \$680.2 million, followed by General Motors (\$509.4 million) and Philip Morris (\$428.9 million).

On the cable side, Procter & Gamble spent \$166.5 million on 17 networks in 1994, including \$5.3 million on USA for off-net episodes of *Wings*. The company's cable ad spending represented a 17% boost over its 1993 total of \$137 million. General Motors again was the second-biggest spender, with \$84 million, up from \$61 million in 1993. Another traditional big cable spender, Philip Morris, boosted

its spending from \$48 million to \$61 million.

Two major broadcast advertisers that did not make it to the list of top five cable network advertisers were Pepsico (\$349.6 million) and Ford Motor Co. (\$349.0 million).

Nor did all of cable's top advertisers increase their commitment in 1994. Hasbro, which spent \$50 million on cable advertising in 1993, cut its spending to about \$46 million last year. And Anheuser-Busch, which spent \$43 million in 1993, last year dropped out of its position as one of the top five spenders. AT&T replaced Anheuser-Busch, with ad expenditures of \$77.2 million.

In addition to the \$5.3 million spent on *Wings*, P&G advertising in 1994 included \$3.6 million on MTV; \$3.1 million on USA's *Silk Stalkings*; \$3.0 million on USA's *Murder, She*



Procter & Gamble last year spent \$5.3 million to advertise on off-net episodes of *Wings*.



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Wrote; \$2.4 million on Lifetime's  
*Unsolved Mysteries*; \$2.1 million on  
USA's *MacGyver*; \$2.1 million on  
BET's *Rap City*; \$2 million on Head-  
line News; \$2 million on *MTV Jams*,  
and \$2 million on USA's *Major Dad*.

Total advertising revenue for the

nation's top basic cable networks  
climbed to \$2.8 billion in 1994, a  
17% boost over 1993, according to  
Broadcast Cable Financial Manage-  
ment Association data supplied by  
the Cabletelevision Advertising  
Bureau. ■

# Scripps eyeing cable sale

MSO's systems could bring in \$1.5 billion

By Rich Brown

**T**he E.W. Scripps Co. is explor-  
ing a possible joint venture or  
sale of its cable system proper-  
ties, joining the many other midsize  
multiple system operators that are  
considering cashing in their chips.

The Cincinnati-based company  
has retained Merrill Lynch & Co. to  
explore its options for the cable sys-  
tems, which serve 749,000 house-  
holds in Denver, Florida, Georgia,  
Kentucky, Tennessee, West Virginia  
and Sacramento County, Calif. The  
systems could bring \$1.5 billion at  
the current market rate of about  
\$2,000 a subscriber.

The company is keeping its  
options open. Scripps executives say  
their strategy could include seeking  
joint ventures with other cable oper-  
ators, selling all or some of the sys-  
tems, restructuring the cable hold-  
ings or acquiring additional systems.

MSOs with adjacent cable sys-  
tems are considered most likely to  
be interested in the Scripps prop-  
erties. Industry speculation last week  
centered on several possible suitors,  
including Tele-Communications  
Inc., Comcast, Cox Enterprises and  
Intermedia Partners.

Ironically, Scripps is evaluating  
its possible exit from the cable sys-  
tem business at the same time that it  
is developing a new cable network:  
Home & Garden Television. HGTV  
launched last December with a sub-  
scriber base of 7.5 million homes  
and has contracts that give it a poten-  
tial reach of 27 million subs. Also  
last year, Scripps bought Cinetel  
Productions, a Knoxville, Tenn.-  
based producer of cable programming.

The company's cable TV revenue  
was \$255 million in 1994, or 21% of  
total revenue. Other Scripps media  
properties include 17 daily newspa-

pers and nine TV stations; TV pro-  
duction company Scripps Howard  
Productions, and United Media, a  
worldwide syndicator and licensor  
of news features and comics.

A sale of its cable operations  
would come as little surprise. The  
past year has been particularly active  
for cable-system trading as more and  
more MSOs realize that in the face  
of reregulation and unprecedented  
competition, bigger is better. ■

## Outlet examines options

Broadcaster enlists  
Goldman Sachs for advice  
on expansion possibilities

By Steve McClellan

**P**rovidence, R.I.-based Outlet  
Communications has hired New  
York investment banker Gold-  
man Sachs to help it analyze strategic  
options.

According to Outlet Chairman Jim  
Babb, those options include:

- merging with another entity,
- expanding its current three-sta-  
tion group piecemeal, or
- maintaining the status quo.

"We just feel it's appropriate to let  
an outside, objective third party help  
us to do the evaluations," Babb says  
of the company's retention of Gold-  
man Sachs.

Outlet recently reported that in  
1994 the company had its best oper-  
ating results since it went public in

# BUSINESS

1987. Net income for the year was up 128%, to \$10.6 million (\$1.61 per share), on revenue of \$59.4 million, up 26%.

During the past two years, the company looked at several opportunities to expand that, for various reasons, didn't work out, Babb says. One of these opportunities included buying KUTV(TV) Salt Lake City, which subsequently was purchased

by NBC, which in turn is selling it to CBS as part of a four-market transaction.

Outlet owns WJAR-TV Providence, R.I.; WCMH-TV Columbus, Ohio, and WNCN(TV) Goldsboro (Raleigh-Durham), N.C. Outlet also has a local marketing agreement with Fant Broadcasting to operate wwgo(TV) Chillicothe, Ohio, which is in the Columbus market. ■

## Katz takes stock

Katz Media is going public. The company has filed a registration statement with the Securities and Exchange Commission spelling out a plan to offer 5.5 million shares at an estimated price per share of \$16-\$18. If the shares sell within that range, they would bring in \$88 million-\$99 million.

About \$75.8 million would be used to pay a portion of the financing for the 1994 acquisition of Katz by DLJ Merchant Banking Partners, the company says.

The remaining money raised in the initial public offering will be used to reduce the debt tied to a revolving credit facility. The 5.5 million shares being offered under the IPO plan represent about 28.7% of the outstanding common stock, with the rest held by the company.

The company owns two rep firms—Katz and Seltel—and recently agreed to start up a third in a venture with United Television.

—SM

## BY THE NUMBERS

### BROADCASTING

Service	Total
Commercial AM	4,909
Commercial FM	5,122
Educational FM	1,736
<b>Total Radio</b>	<b>11,767</b>
VHF LPTV	534
UHF LPTV	1,057
<b>Total LPTV</b>	<b>1,591</b>
FM translators & boosters	2,289
VHF translators	2,215
UHF translators	2,464
<b>Total Translators</b>	<b>6,968</b>

Service	Total
Commercial VHF TV	559
Commercial UHF TV	605
Educational VHF TV	123
Educational UHF TV	240
<b>Total TV</b>	<b>1,527</b>

### CABLE

Total systems	11,217
Total subscribers	60,495,090
Homes passed	91,250,000
Cable penetration*	66.3%

\*Based on TV household universe of 95.4 million.  
Sources: Nielsen, NCTA and FCC

Q:

# Which New Programming Service Lets You Profit from a \$1 Trillion Market?

Hint: 1994 health care spending in the United States is expected to exceed \$1.06 trillion, according to the U.S Department of Commerce.



# Changing Hands

This week's tabulation of station and system sales

**WTKR(TV) Norfolk, Va.** □ Purchased by The New York Times Co. (Arthur Ochs Sulzberger, chairman) from Narragansett Television LP for \$76 million. **Buyer** owns WQAD-TV Moline, Ill.; WNEP-TV Scranton, Pa.; WREG-TV Memphis; WHNT-TV Huntsville, Ala.; WQEW(AM)-WQXR(FM) New York; and KFSM-TV Fort Smith, Ark. **Seller** is selling WPRI-TV Providence, R.I. to CBS. WTKR is CBS affiliate on ch. 3 with 100 kw visual, 20 kw aural and antenna 980 ft. Filed March 9 (BALCT950309-KE).

**KNBQ(FM) Nebraska City-Omaha, Neb.** □ Purchased by Henry Broadcasting Co. (Charlton Buckley) from Sunrise Broadcasting Corp. (Joerg Klebe) for \$3.5 million. **Buyer** owns KBBT(AM)-KUFO(FM) Portland, Ore.; KVOD(FM) Denver; KHTX(FM) Riverside, Calif.; KDON-FM/KRQC(FM) Salinas-Monterey and KMJ(AM)-KSXS(FM) Fresno, all California; KFAB(AM)-KGOR(FM) Omaha, and KHHV(AM)-KKLV(FM)/KIKI-AM-FM Honolulu. **Seller** owns WCKX(FM) Columbus, Ohio; KISP(FM) Omaha and KNCY-AM-FM Nebraska City-Auburn, both Nebraska; WGNV-AM-FM Newburg-Middletown, N.Y.; WQLS-AM-FM Dothan, Ala., and KQTP(FM) Topeka, Kan. KNBQ has MOR/oldies/news/talk format on 97.7 mhz with 100 kw and antenna 1000 ft. *Broker: Media Venture Partners.*

**WIMA(AM)-WIMT(FM) Lima, Ohio** □ Merger between Lima Broadcasting Co. and New Lima Broadcasting Co. (Les Rau, chairman/9.52% owner). Surviving company will be New Lima Broadcasting Co., which will change its name to Lima Broadcasting Co. The surviving corporation has an authorized capitalization of \$1,290, consisting of four shares of common stock. Shareholders holding 42 units of stock will be paid a total of \$1.932 million. WIMA has AC format on 1150 khz with 1 kw. WIMT has country format on 102.1 mhz with 11 kw and antenna 1,060 ft.

**KVRG-FM Seaside, Calif.** □ Purchased by Pacifico Broadcasting Inc., a subsidiary of EXCL Holdings Inc., from Atmor Properties Inc. (Lee Shu-

## Proposed station trades

By dollar volume and number of sales

This week:

AMs □ \$0 □ 0

FMs □ \$4,425,100 □ 3

Combos □ \$2,599,000 □ 3

TVs □ \$76,400,000 □ 5

Total □ \$83,424,100 □ 11

So far in 1995:

AMs □ \$31,480,500 □ 41

FMs □ \$229,255,820 □ 81

Combos □ \$405,390,800 □ 59

TVs □ \$1,092,312,000 □ 29

Total □ \$1,758,439,120 □ 210

bert, trustee) for \$925,000. **Buyer** owns KBRG(FM) Fremont, KLOK(AM) San Jose, KLOK-FM Greenfield and KSUR Soledad, all California. **Seller** owns KTMS(AM)-KHTY(FM) Santa Barbara, Calif., and pending closing, WSTL(AM) South Glen Falls and WENU-FM Hudson Falls, both New York. KVRG-FM has Spanish-language format on 107.1 mhz with 1.9 kw and antenna 547 ft.

**KVOM-AM-FM Morrilton, Ark.** □ Purchased by KVOM Inc. (Harold Nichols, chairman) from Morrilton Broadcasting Co. (Willis family) for \$667,000. **Buyer** and **seller** have no other broadcast interests. KVOM(AM) has C&W format on 800 khz with 250 w day, 42 w night. KVOM-FM has C&W format on 101.7 mhz with 6 kw and antenna 226 ft. *Broker: Sunbelt Media Inc.*

**KJMH(TV) Burlington, Ia.** □ Purchased by Burlington Television Acquisition Corp. (Milton Grant, president) from Burlington Broadcasting Co. (Steven Hoth) for \$400,000. **Buyer** owns KLJB-TV Davenport, Ia. Grant owns WZBX(TV) Huntsville, Ala.; and WFXR-TV Roanoke and WJPR(TV) Lynchburg, both Virginia. **Seller** has no other broadcast interests. KJMH is Fox affiliate on ch. 26 with 54.3 kw visual, 5.43 kw aural and antenna 315.4 ft. Filed March 2 (BALCT-950302KG).

**KZSP(FM) South Padre Island,**

**Tex.** □ Purchased by KZSP Broadcasting Co. (Paul Cunningham, president/50% owner; Alter Holand, 50%) from Rio Bravo Ltd. for \$100. **Buyer** and **seller** have no other broadcast interests. KZSP has oldies format on 95.3 mhz with 3 kw and antenna 353 ft. Filed Feb. 9 (BALH950209GH).

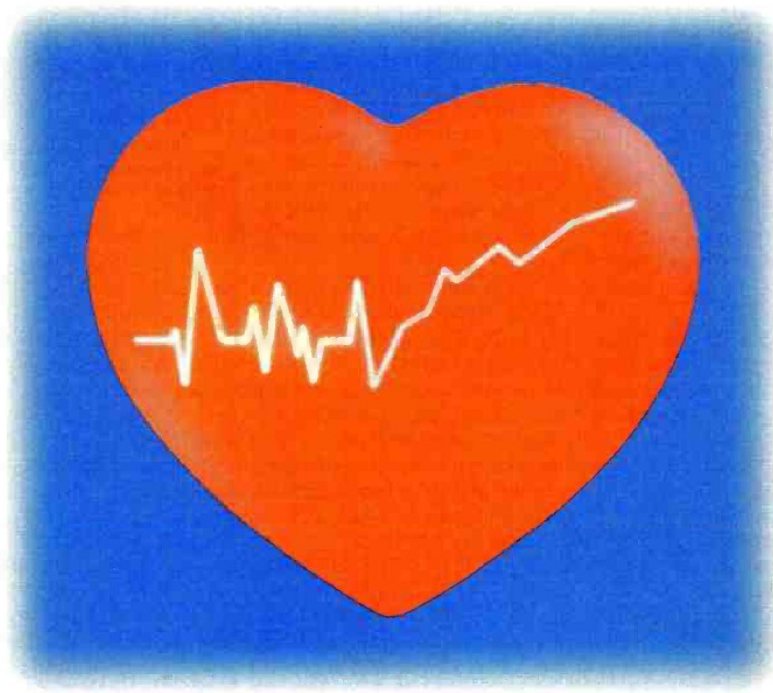
**KQMG-AM-FM Independence, Ia.** □ Midwest Broadcasting Inc., licensee of stations, is issuing new stock to six new shareholders. After transfer, the original four shareholders each will own 10% of stock, and each of the six new shareholders (James Blin, Louis Sanboey, Churchill Williams, W. Wayne Saur, Ivan Cole and Al Kruger) will own 10%. Thus, the original shareholders stock position will go from 100% to 40% after the transfer. KQMG(AM) has AC format on 1220 khz with 250 w day, 166 w night. KQMG-FM has AC format on 95.3 mhz with 3 kw and antenna 200 ft. Filed Feb. 17 (AM: BTC950217EA; FM: BTCH950217-EB).

**WCIU-TV Chicago and WDJT-TV Milwaukee** □ Gift of Weigel Broadcasting Co. stock. Transferred from Howard Shapiro (president/56.1% owner) to his son, Norman Shapiro. Transaction will reduce Howard Shapiro's ownership to 48.8%. Norman Shapiro will increase his to 14.6%. WCIU-TV is licensed to ch. 26 with 2000 kw visual, 200 kw aural and antenna 1,555 ft. WDJT-TV is independent licensed to ch. 58 with 2820 kw visual, 282 kw aural and antenna 535 ft. (WCIU: BTCCT950210KI; WDJT: BTCCT950210KJ).

**WGBS-TV Philadelphia** □ Control of station is being transferred from Combined Broadcasting to Anne Jones, acting as trustee, and subsequently to Viacom International Inc. The transfer of WGBS-TV to Viacom is barred until the transfer of WTXF(TV) Philadelphia from Viacom to Fox Television Stations Inc. is granted. WGBS-TV is licensed to ch. 57 with 5000 kw visual, 500 kw aural and antenna 1,160 ft.

**A:**

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## Deregulation debate

*Broadcasters split over how much is enough*

By Christopher Stern

**A**fter failing to reach an industry consensus behind closed doors, broadcasters last week aired their internal debate over deregulation before the Senate Commerce Committee.

The committee last Friday voted 17-2 on a telecommunications-reform bill that would allow broadcasters to own stations with a total audience equal to 35% of the nation. The current national cap is 25% of television households.

The bill also directs the FCC to review all its broadcast ownership rules. The FCC already is conducting such a review. And the bill would relax foreign ownership rules for telephone companies, but not for broadcasters.

### Just one version

The committee's bill is just one version of telecommunications reform and likely will be changed as it works its way through Congress.

Fox's Preston Padden and group owner Bert Ellis told the committee during last Tuesday's hearing that broadcasters are governed by obsolete rules that hinder their ability to compete against cable, direct broadcast satellite and video dialtone.

Network affiliates, represented by NBC Affiliate Chairman Jim Waterbury, argued that too much deregulation would lead to a concentration of power in the hands of the networks and a rapid decline of localism in broadcasting.

"I strongly support lifting the limits now imposed on ownership and investment in broadcast stations," said committee chairman Larry Pressler (R-S.D.). Pressler had circulated an early draft of a bill that called for an almost total dismantling of the FCC's broadcast ownership rules.

### 'Public interest at stake'

"The public interest is at stake," said Senator Ernest Hollings (D-S.C.),

who argued against sweeping broadcast deregulation. Strengthening the hand of the networks at the expense of local broadcasters would be a "bad, bad move," he said.

But Fox's Padden, president, network distribution, countered that network owned-and-operated stations are leaders in local news. He said the New World stations that switched from CBS to Fox "doubled the amount of their news and information programming."

Ellis, chief executive officer, Ellis Communications, said broadcasters won't be able to compete against their multichannel rivals unless they are allowed to own more than one station in a market. "This legislation must come to grips with the hard fact of broadcasters' single-channel limitation," he said.

While Ellis called for total deregulation of the industry, he emphasized the importance of the introduction of duopoly to television: "Telecommunications legislation should establish a legislative policy to permit ownership of more than one station in a market, with the goal of strengthening the ability of broadcasters to survive and compete in today's multi-channel marketplace."

Waterbury said he supports removing the 12-station ownership cap, but he drew the line at any relaxation of the national audience cap. Currently, broadcasters' holdings may not exceed a reach of more than 25% of the TV audience.

### Cable rate relief sought

Cable industry representatives, including National Cable Television Association President Decker Anstrom, called on the committee to ease the regulatory burden. Telecommunications legislation "must include rate relief for cable," he said.



Group owner Bert Ellis says broadcasters can't compete unless they are allowed to own more than one station in a market.

Anstrom said cable will not be able to attract adequate investment capital unless rate regulation is repealed. It is a critical issue, given pending competition from the telephone industry, Anstrom added.

But senators Jay Rockefeller (D-W.Va.) and Olympia Snowe (R-Maine) expressed concerns over rising cable rates if rates are deregulated. "My greatest fear is that if we do deregulate, we will see these rates go right back up," Snowe said.

Other committee Republicans said they support rate relief. "I feel very strongly that we have to repeal the Cable Act [of 1992]," said Conrad Burns of Montana.

Small cable operators, represented by Richard Cutler, a board member of the Small Cable Business Association, argued that without immediate rate relief, many companies serving rural areas face bankruptcy. "There have been foreclosures in South Carolina [and] a bankruptcy in Kentucky, with many more small cable operators well along the road to losing their systems," Cutler said. ■

# House panel tells FCC to prepare cuts

By Christopher Stern

**I**t was a simple budget message: "You are not going to get what you asked for."

That's what House Appropriations Subcommittee Chairman Harold Rogers (R-Ky.) told FCC Chairman Reed Hundt last week, adding that Hundt should begin preparing a list of cuts in the agency's 1996 budget. "You've got to figure out how to get by with less," Rogers said.

National Telecommunications and Information Administration chief Larry Irving also testified at the hearing of the Commerce, Justice, State and Judiciary Subcommittee, and got the same message.

Rogers did not say how much Hundt and Irving would need to trim, but said cuts are inevitable. "These are severe budget times. I don't know how bad, but pretty bad," Rogers said.

The FCC has requested \$223 million for 1996, a 20% increase from the current year. Included in the request is a onetime cost of \$25 million for up-front fees for the planned move to a new FCC headquarters. Rogers was adamant about cutting the moving fees from the commission's budget. "Hell no, and you can quote me on that," Rogers said of including the fees.



Reed Hundt (l) and Larry Irving get bad budget news from the House Commerce Subcommittee.

The headquarters has not yet been constructed, and the FCC continues to resist moving. The new location is more than a mile from its central downtown Washington location.

The FCC's budget request includes no increase in the number of employees: 2,271. The budget also calls for no increase in the \$116 million in user fees collected from industries that the agency regulates.

Citing the "unpopularity" of the FCC's user fees, Hundt asked the committee to consider using spectrum auction revenue to fund the FCC's entire budget. "We would like to explore with you the possibility of offsetting our entire appropriation with a small portion of the revenues we generate through our spectrum auctions," Hundt testified.

The FCC's 1996 budget is the

equivalent of 2.5% of the approximately \$9 billion raised by the FCC in spectrum auctions during the past year, Hundt said.

Agency staff members anticipated being questioned closely about their regulation of the cable industry. But those who attended last Wednesday's hearing said it was more cordial than they had expected.

In an effort to defuse the anticipated criticism, Hundt brought several charts that he said demonstrated the cable industry's positive financial performance since rate regulation took effect in 1993. Cable industry subscribership, gross investment and cash flow are up, Hundt told the committee, citing figures from the Wall Street investment firm Donaldson, Lufkin & Jenrette.

The cable industry's financial health has been called into question during the past few weeks. Although the FCC and consumer groups say the industry is vibrant, the National Cable Television Association claims the opposite.

"Cable television industry revenues were flat in 1994—the first time ever that the industry's revenues have not grown from one year to the next," NCTA President Decker Anstrom told the Senate Commerce Committee last week. ■

## Bell Atlantic seeks flexibility for VDT

*'TV-telcos' want opportunity to be regulated as cable operators*

By Christopher Stern

**B**ell Atlantic has told the FCC that telephone companies which own both television programming and the wire to distribute it should be allowed to opt for either common carrier or cable regulation.

Last week's call for regulatory flexibility was an official acknowledgment by Bell Atlantic that it is seeking relief from video dialtone (VDT) regulations before serving

even its first commercial customer.

"The significant and growing regulatory constraints imposed on video dialtone, and the substantial delays and added costs that result, mean that there likely will be instances in which deployment of a video dialtone system will not make sense from a business standpoint," Bell Atlantic wrote to the FCC.

The telco's comments were among more than 50 filed on regulation of

telcos that seek to provide programming on their own VDT systems.

Virtually every telephone company in the United States is covered by one of eight court decisions that overthrew the ban on telephone companies providing video programming in their own service areas.

Several other telcos, including BellSouth, and the United States Telephone Association echoed Bell Atlantic's recommendation that they



get the option of cable or common carrier regulations.

While telcos asked for the opportunity to be regulated as cable operators, they also argued strenuously for the right to provide programming over VDT platforms.

"When telephone companies provide video programming on their VDT

platforms, they are no more cable operators than any other programmers on that platform and should not be regulated under cable regulations," BellSouth wrote.

The National Cable Television Association and other cable groups argued that telcos should not be offered any choice. They maintained

that a telco offering programming over its own conduit is a cable system and thus is subject to cable regulation. "The [Cable] Act brooks no other interpretation," NCTA wrote.

The only alternative for telcos, NCTA and others argued, is for them to give up on their business plan to offer their own video programming over their VDT systems. That is unlikely, however, since many of the largest telcos already have invested billions of dollars in programming.

The California Cable Television Association also called on the FCC to require telcos to create separate subsidiaries if they choose to operate cable systems. The subsidiaries are necessary to prevent telcos from using revenue from their regular telephone subscribers to build cable systems, according to CCTA.

"There is simply no sound reason to give the [local telcos] a competitive leg up by permitting them to leverage their regulated enterprise to compete in the video marketplace," CCTA wrote.

### Court rejects challenge to Fox license

Rainbow Broadcasting's challenge to Fox's license for KTTV(TV) Los Angeles was thrown out by the U.S. District Court of Appeals last week.

The court also rejected Rainbow's claims that Fox CEO Rupert Murdoch interfered with its efforts to secure a loan from Bank of America. The court ruled that Rainbow failed to produce evidence to support its claim.

Rainbow challenged the 1988 renewal of KTTV on several grounds, including claiming that it failed to hire minorities, particularly Hispanics. Rainbow is owned by a group of Hispanic business and civic leaders.

A three-judge panel ruled Rainbow failed to demonstrate that it was financially qualified to become a licensee when it challenged the Fox renewal seven years ago.

Because Rainbow was not qualified to challenge the license, the court said it did not have to decide on Fox's renewal expectancy. Rainbow's federal court challenge came after the FCC, its review board and an agency administrative law judge also ruled against Rainbow. —CSS

## IT'S A TRAGEDY BEYOND DESCRIPTION.

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NBC told the FCC to regulate as a cable operator any telco that offers video programming to subscribers. "A telco providing video programming directly to subscribers is a cable system," NBC said.

Even if the FCC does not impose rate regulation and franchising requirements on the so-called TV-telcos, it can require them to comply with must-carry, network nonduplication and syndicated exclusivity obligations. The network nondupli-

cation and syndication exclusivity rules give preemptive rights to local broadcasters in cases where a cable operator imports the signal of a station from another market.

NBC and the National Association of Broadcasters expressed concerns about access to television stations on a VDT network. Broadcasters worry that telcos will guide viewers away from their channels when they turn on their television sets. "Broadcasters cannot compete if their access to the

audience is restricted to only a segment of a telco's subscription base, or is impeded by complicated navigational systems or menus," NBC wrote.

"Ease of access" is one of the bigger questions facing the broadcasting industry, NBC's Ellen Agress says. The Senate's telecommunications-reform proposal requires telcos to give viewers easy access to broadcast channels (see story, 58). "If legislation is passed, everything the FCC is doing is moot," Agress says. ■

**Left to their own devices, broadcasters will find ways to meet their statutory obligation to air educational children's programming,** says Wisconsin Broadcasters Association President John Laabs. To prove his point to FCC Commissioner Susan Ness, Laabs visited her in Washington last Wednesday to share information on *Get Real!*, a half-hour informational show for 8-10-year-olds produced through the cooperation of 24 commercial and noncommercial stations in Wisconsin. Based on the success of four pilots in 1993, the WBA-led station consortium raised \$220,000 from federal and private sources in 1994 and produced 13 episodes, Laabs said. It has raised an additional \$289,000 for 13 more shows this year and hopes to do at least as well next year.

The shows, which air at various times on all the participating stations, typically pull a 1 or 2 rating, Laabs said. "It's difficult to do well and do good at the same time." Like most other broadcast advocates, Laabs opposes any plan calling for a children's programming quota. "When you quantify it, you are going to insure mediocrity," he said. "You are not going to be challenging the broadcaster. You are setting a ceiling. If you say four hours [a week], that's all you're going to get."

**Senate Commerce Committee Chairman Larry Pressler (R-S.D.) has "abandoned the public interest by the roadside."** That's what People for the American Way and the Media Access Project say about Pressler's draft bill on telecommunications reform. The groups last week issued a statement charging that the draft fails to provide affordable access for nonprofit and community groups to the so-called information highway. Such access provisions were included in legislation adopted last year by the Senate Commerce Committee when it was chaired by Ernest Hollings (D-S.C.). "Instead of providing the American public with an affordable on-ramp to the information superhighway, Senator Pressler wants to construct an information tollway," said Leslie Harris of People for the American Way. The groups urged the Commerce Committee to reject the

draft bill. Pressler's bill "would give private industry a green light to ignore the public's right to full participation in the nation's information system," said Jill Lesser of the Civic Media Project, a joint effort of People for the American Way and the Media Access Project.

#### **The Academy of Television Arts and Sciences opposes cuts in federal funding to the Corporation for Public Broadcasting.**

The academy's board of directors last

Monday issued a statement saying,

"Ours is not a liberal, conservative or any other political bias; rather, ours is a preference for the quality programming of public television. Because we believe that curtailing government funding will diminish that programming, we urge that this funding be sustained." The House on March 16

voted to cut CPB's \$285.6 million budget by 15% in 1996 and 30% in 1997. The Senate Appropriations Committee was to consider the matter last Friday as part of a \$17 billion package of spending cuts.

**National Association of Broadcasters President Eddie Fritts found himself in an awkward position** at last week's Senate Commerce Committee hearing on broadcast deregulation. The NAB board is divided over the issue, and Fritts found himself fending off inquiries from senators who asked for his position on deregulation of broadcast ownership. After a particularly unproductive line of questioning, Senator Bob Packwood (R-Ore.) quipped, "This is the first time I've heard you *sound* like Buddha."

**What does former QVC chairman Barry Diller think about today's media marketplace?** To find out, attend next month's National Association of Broadcasters convention in Las Vegas. Diller is slated to participate in a special "Newsmakers" session on April 10. He will be interviewed by ABC News media analyst Jeff Greenfield, who also is conducting a separate one-on-one discussion with News Corp. Chairman Rupert Murdoch.

**Washington Watch**

Edited By Kim McAvoy



## Digital debuting data management

*AlphaStudio system will be unveiled at NAB convention*

By Chris McConnell

**W**ith more digital video files moving around broadcast facilities, Digital Equipment Corp. is bringing its data management technology to the industry.

The company last week unveiled its AlphaStudio Broadcast System, a collection of hardware and software that Digital hopes will provide a platform for video storage and transfer at broadcast facilities. The system will include hardware for archiving digital video as well as a disk-based recording/playback system and software for automation and file management. Digital plans to demonstrate it at next month's NAB convention.

"There is no infrastructure that can handle digital technology," Mike Humphries, Digital's worldwide broadcast video marketing manager, says of the company's system. "There's a lot of complex pieces beneath the scene," he adds.

His company's system will be centered on Digital's AlphaServer, a 64-bit computing system that will manage various components of the broadcast architecture. The architecture includes a library server, which will hold video in a digital linear tape (DLT) format. In addition to the tape-based server, Digital is offering a disk-based record/edit/view (REV) system for recording and playing material. The disk machine could hold material—such as spots—scheduled for playback to air, or could function as an editing station, the company says.

"This is where the staging area would be," says Humphries. Brian Keaveny, Digital's worldwide broadcast video program manager, adds that the REV system hold 20 minutes of uncompressed video.

Other portions of the AlphaServer include software from other companies. For managing commercial and

program scheduling and playback, the company has tapped Columbine JDS of Golden, Colo., and Menlo Park, Calif.-based Louth Automation. The system also includes a digital video and audio interface module from Ontario-based Leitch Technology.

Digital plans to offer its system for prices starting at about \$150,000. Humphries says the company hopes its architecture will interface with more application-specific tools—such as nonlinear news editing machines—from other providers.

"It's your C-drive," says Joe Paciorkowski, vice president of engineering at WMUR-TV Manchester, N.H. Paciorkowski, whose station is conducting a pilot project with the new Digital system, describes the system as a platform for adding additional digital applications such as new production. "You need to be able to interface those programs," says Paciorkowski. ■

## Lightworks targets news for new editor

*Newsworks nonlinear device features JPEG compression*

By Chris McConnell

**L**ightworks is looking to get into the broadcast news business with a new nonlinear editor.

The UK-based company will bring its Newsworks machine to the NAB convention in Dallas next month with hopes that the news editor will give it a boost in the U.S. with broadcasters shopping for nonlinear editing gear.

"It's a very direct editor," Lightworks' Anita Sinclair says of the machine. Sinclair, head of research and development, describes the news editing equipment as a souped-up version of the company's Lightworks



*Lightworks has added features to its nonlinear editor to appeal to newsrooms.*

nonlinear editor, with added features for news editing. The unit will cost about \$65,000, Lightworks says.

As part of the effort to reach newsrooms, the company is working with

newsroom automation provider News Maker Systems to insure compatibility between the news editor and the News Maker automation system. The coordination, says News Maker President Dean Kolkey, will allow broadcasters to integrate the Lightworks equipment into the scheduling and recording functions managed by News Maker.

Sinclair adds that Lightworks plans to announce compatibility work with more companies at the NAB convention.

The Newsworks machine, which will be available in May, uses JPEG compression to provide pictures

Lightworks says will be suitable for broadcasting. Sinclair says the company began consulting with broadcasters about "online," nonlinear applications late last year after introducing its Heavyworks editor, which provides 6:1 compression ratios.

The new machine will have added features for inserting last-minute video clips into digitized news stories. An "edit-to-it" feature will allow users to edit selected clips directly from tape rather than digitizing and loading the tape onto a hard disk. The feature is aimed at

helping news operations around the time-consuming issue of loading taped material onto a hard disk for editing. Additional features will allow for recording voice onto stories while Newsworks plays video. "These [features] both seem to really speed up the process," Sinclair says.

The company hopes to win over broadcasters with the Newsworks user interface. Sinclair cites the machine's use of a more traditional-style editing console rather than a computer mouse or keyboard.

"What Lightworks has to sell is the ergonomics," she says. "The cleaner the interface, the easier it is to work."

Broadcasters agree that the user interface is important, although they also cite other concerns in shopping for the machines. "It's important but it's not one of the first things," says Del Parks, director of operations-engineering at WBFF(TV) Baltimore. David Joseph, KOLD-TV Tucson, Ariz., vice president/GM, cites the "price-to-value" ratio as the most important consideration in buying the nonlinear machines. ■

## Cutting Edge

By Chris McConnell

**Arianespace** last week postponed the launch of the European Hot Bird 1 and Brazilian B2 satellites after the launch consortium discovered a helium leak on the rocket. Arianespace said it would have to delay the launch for a few days to repair the problem. The consortium already had delayed the launch earlier this month because of a leak in the rocket's third stage. The launch is Arianespace's first since a December 1994 launch failure that resulted in the loss of the PanAmSat PAS-3 satellite.

**Global Access Telecommunications Services** has signed a letter of intent to purchase occasional-use time on the Orion 1 Ku-band satellite and to lease two full-time transponders on the bird. The satellite provides transatlantic carriage of analog and digital video. The Boston-based Global Access also has acquired Business Television Services, a UK-based

business television provider.

**TRW Space & Electronics Group** has signed an agreement to provide satellite transmission services for Tokyo's Fuji Television Network. TRW will deliver digital TV signals for Fuji from the U.S. to Japan. It will deliver the service over leased C-band transponders on the NASA Tracking and Data Relay Satellite System (TDRSS). TRW will transmit news and other material from the U.S. for contribution to newscasts throughout the day. Fuji also plans to use the service to deliver news and information to its broadcasting headquarters in Tokyo.

TRW also has signed an agreement with International Telecom Japan (ITJ) to handle transmission of the Fuji TV signals from the satellite to the Fuji broadcast site in Tokyo. ITJ will receive the signals through an antenna at the Fuji broadcast site.

**Hong Kong-based APT Satellite Co. Ltd.** has ordered a new satellite from Hughes Space &

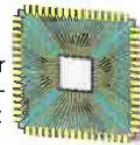
Communications International. The satellite—Apstar 1A—is intended for launch within 11 months. APT Satellite earlier this year lost its Apstar-2 in an explosion that destroyed the satellite during a launch attempt onboard a Chinese Long March rocket. Apstar 1A, intended to carry television and other services, will have 24 C-band transponders. It will cover China, central and eastern Asia and India.

**ASC Audio Video Corp.** is planning four additions to its Virtual Recorder line. ASC, which says it has sold 150 of the disk-based recorder systems worldwide, plans to offer a VR MediaNet enabling multiple systems to access the same storage media. Also planned is a nonlinear editor, which ASC will offer as a software/hardware option with the Virtual Recorder. Called the VR NLE, the editor will provide "broadcast-quality" pictures, ASC says. The company is adding an electrical interface, called VR Pro, and a spot insertion option, VR SpotBase.

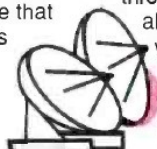
**Germany's Deutsche Telekom** has announced a new direct-access policy for German users of Intelsat space capacity. Under the policy, satellite service carriers licensed in Ger-

many will be able to conduct business directly with Intelsat rather than through the signatory, Deutsche Telekom. The direct-access policy covers all required exchanges of information, booking of services, billing and payment of usage fees.

**Wegener Communications** is supplying its Addressable Network Control System hardware and software to Brazil's Radio Excelsior. The Sao Paulo-based broadcaster plans to use Wegener's digital audio receivers, transmit equipment and ANCS equipment to deliver radio programming throughout Brazil.



**The NAB** is asking the FCC to give broadcasters more time to implement new Emergency Alert System (EAS) equipment. In its rulemaking last fall, the commission required broadcasters to replace the current Emergency Broadcast System with digitally based equipment and gave them until July 1, 1996, to do so. The NAB has asked the FCC to make a series of modifications to the rule, including a July 1, 1997, deadline for installing the new EAS gear.





# Classifieds

See last page of classifieds for rates and other information

## RADIO

### HELP WANTED MANAGEMENT

**G.M./S.M.** for profitable, growing, sophisticated small market midwest FM. Must have proven sales success, previous management experience, strong leadership skills. Seeking a community minded individual who will train and motivate. Creativity and knowledge of promotions a must. Great compensation for the right person! Confidentiality assured. Reply to Box 00360 EOE.

**General Manager:** Immediate opening in Lexington, KY for an experienced GM/GSM seeking an opportunity with a rapidly expanding small/medium market group. Successful applicant must have proven leadership skills and the ability to recruit and to train qualified individuals. Send resume and salary requirements to Michael L. Douglass, ARROW 102.5 Dept. BM, 651 Perimeter Drive, Suite 102, Lexington, KY 40517. Clark Broadcasting Company is an equal opportunity employer.

**Looking for Mr./Ms. General Patton.** GM/GSM wanted—Rapidly expanding regional radio group is seeking an aggressive, motivated leader with a strong sales background to lead our recently acquired small market AM/FM to its full revenue potential. Leadership, high energy and the ability to manage people in the trenches is a must! Send resume and salary requirements to Jim Gregori, P.O. Box 1035, Neenah, WI 54957-1035. EOE M/F.

**General Sales Manager:** Solid family broadcast group needs 90's sales manager in Top 100 market. Station is paid for and growing. Send resume and philosophy to Box 00372 EOE.

### HELP WANTED SALES

**Radio/TV Sales.** Four decade broadcasting merchandising company seeks full-time travel salesman. Advance against commission. South or east residential candidates preferred. Resume, background and picture first letter, to: John C. Gilmore, President, Community Club Awards, Inc. (CCA), P.O. Box 151, Westport, CT 06881.

**Experienced Account Executive.** Immediate opening for self-motivated, aggressive professional at growing FM. High-earning potential. Send cover letter and resume to: Kevin J. Simkins (WBGE), 516 West Main Street, Peoria, IL 61606. EOE.

**Account Executive.** Looking to move into major market sales? Account Executive positions open in Top 30 West Coast Market. Incredible opportunity! Send resume to: KGGI/KMEN Radio, 2001 Iowa Avenue, Suite 200, Riverside, CA 92507, Attn: Scott Welsh. EOE. Females and minorities are encouraged to apply.

## MARKETING/ADVERTISING ACCOUNT EXECUTIVE

**SHARK TV®** advises radio stations on how to get rating results using TV.

**SHARK TV®** works for some of America's most successful radio stations from Maine to Florida to California to Washington state.

Skills required include: Love radio and know advertising / marketing; new business development; account service; oral and written communications; use PC; handle details.

Characteristics should include: drive to be successful; self-motivator; high business ethics; work ethic; willing to travel and to live in San Antonio.

Resume and letter to:  
**SHARK TV®**  
11103 West Ave. STE 200  
San Antonio, TX 78213  
EOEM-F

### HELP WANTED NEWS

**Country Music FM** near Phoenix, seeks entry level news person. Returnable tape, photo, resume to KQSS, Box 292, Miami, AZ 85539. EOE.

**The radio stations** of The New York Times need a full-time experienced newsperson. If you can deliver news to the nation's smartest audience, send your tape and resume to "News Auditions," WQXR/WQEW, 122 Fifth Avenue, New York, 10011. No phone calls, please. EOE.

### SITUATIONS WANTED MANAGEMENT

**GM/GSM.** Duopoly and group manager with 20 years success in various size markets. A highly motivated, hands on manager with a strong bottom line orientation. Looking for new leadership? Let's get together at the convention in Vegas. Call (805) 837-8842, ask for Doug. Strict confidence assured.

**Sales Management.** Medium to major market. Strong leadership, management, sales and training skills. Immediate impact. Combo, vendor and sports sales experience. Record-setting performer posting 50%+ sales increases. Call 1-800-841-5168.

**Seeking position as General Manager/General Sales Manager or DJ/Newsman** in small to medium market. Experienced in radio and TV management, and real estate. Top biller. Ambitious. Prefer south Florida or NY State or PA but will consider other areas. Ted 914-357-9425, 914-357-4861.

**General Manager** of successful group 100KW. Consistently exceeding sales, ratings and cashflow goals. For more info write to Box 00343.

### SITUATIONS WANTED SALES

**Increase Station Profits!** Recent RTV management and sales grad seeks opportunity to prove himself in sales or on air. If you need fresh blood and ideas and are willing to coach someone driven to succeed then call (501) 931-1488. Leave message.

### PROGRAMMING SERVICES

**NICHE 2** fast-growing satellite radio formats to fill the niche in your market:  
★ **Christian A/C**  
★ **High Country**  
Both hot, saleable formats delivered in CD-quality stereo with full digital addressability, to maximize your station's local identity! Call us:  
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615-367-2210

### BUSINESS OPPORTUNITIES

**Radio Station Owners** Get Free Help and Get Paid For It! We will pay you up to \$1700.00 on each Broadcasting Student you allow to intern at your station. Call Jim, Career Connection, 1-800-800-9581.

## TELEVISION

### HELP WANTED MANAGEMENT

**V.P. Operations.** For prestigious TV production company in NYC experienced in live TV broadcasts. Knowledge of budgets, technical staffing and human resource issues. Immediate opening. Contact: Human Resources, Murray Hill Station, P.O. Box 13, New York, NY 10156.

**TV Station Manager:** Looking for a qualified manager who knows how to run TV station sales/production/operations; experienced with a strong track record in people and time management skills. Send resume and salary requirements to Box 00331 EOE.

## CLASSIFIEDS

### GENERAL MANAGER

Network-affiliated station in a top 75 in the N.E. market, seeks General Manager. Must have demonstrated success in all facets of management, and a verifiable history of outperforming competitors. Ability to train, motivate and lead in sales and news highly desirable. Send salary requirements and resume in confidence to **Box 00369 EOE.**

**Public Affairs/Office Manager:** WRDC-TV, Raleigh, N.C. is looking for an individual with a command of the English language, types 60 wpm, thorough knowledge of Word Perfect 6.0, extremely personable, ability to work well with others, self-motivated, well organized, will be responsible for maintaining the public files, basic knowledge of FCC rules and regulations helpful, production writing skills desired but not a must. EOE. Send resume to: WRDC-TV, Attention: Eddie Edwards, 3012 Highwoods Boulevard, Raleigh, NC 27604. Absolutely no phone calls.

**General Manager** for top 25 West Coast independent. Must be strong and tested leader. All replies held in strict confidence. Send replies to Box 00349 EOE.

**General Sales Manager** - San Diego, CA. One of the best "new" Indy's in the country. 3-hr live morning news, News at 10, and the #1 daytime lineup in the country. Needs strong innovative sales leadership. Good understanding of research, computer presentations, and sales leadership a must! A better opportunity than any network affiliate GSM. If you're the best, check us out. Send complete info to S. Weiss, KUST-TV, 4575 Viewridge Avenue, P.O. Box 719051, San Diego, CA 92123.

**Local Sales Manager.** Exceptional opportunity for individual with independent TV sales management expertise. Candidates must be highly motivated, possess strong communication skills and have the knowledge and leadership abilities to head up the local sales team of Channel 61 in Phoenix signing on the third quarter of 1995. College degree, extensive co-op and vendor support experience, and top notch creative ability preferred. Channel 61 is an LMA of KTVK-TV, is programmed to kids, teens and young adults and applicants should have TV sales background focused on those demographics. Send resume and references to: Jim Galvin, General Sales Manager, KTVK-TV, 3435 North 16th Street, Phoenix, AZ 85016. Equal opportunity employer.

### HELP WANTED SALES

**Account Executive.** WXIN-TV FOX 59 has an immediate opening for an Account Executive. The selected candidate will be highly motivated, possess strong communication and organizational skills, have one year TV sales experience or equivalent and working knowledge of TV sales research. College degree preferred. Valid driver's license and own transportation required. Responsibilities will include the ability to sell and service assigned local accounts, prepare and make presentations to clients and agencies, generate sales revenues from new business development and set and achieve revenue and professional goals. For consideration, send cover letter and resume by April 12, 1995 to: Mr. Terry Conway, WXIN, 1440 North Meridian Street, Indianapolis, IN 46202. EOE. Job offer contingent upon results of substance abuse testing.

**Account Executive, WTVD, Raleigh/Durham, NC.** Successful candidate will demonstrate the following: 3-5 years television experience, strong sales performance both in established business and prospecting news business; working knowledge of pure and applied research; communication skills both verbally and written and high personal and professional standards. The person sought must be a mature and proven professional, a team player, self-reliant, creative and with a desire to grow within the Capital Cities/ABC organization. Please contact: Donna Sorensen, Local Sales Manager, WTVD, P.O. Box 1950, Raleigh, NC 27602.

**Local Account Executive.** WTTV, a River City Broadcasting Station, is seeking an experienced Account Executive. WTTV, Indiana's Sports Station is the broadcast home of Indiana, Purdue, Big Ten and Pacers basketball. The ideal candidate will provide a proven track record with a minimum of four years successful TV sales experience. This person will have complete knowledge of the Nielsen Rating Service and possess excellent research and negotiation skills. This is a tremendous opportunity for a highly motivated individual to join a growing, progressive company. Women and minorities are encouraged to apply (EOE). Send cover letter and resume to: Human Resources, WTTV4, 3490 Bluff Road, Indianapolis, IN 46217.

**General Sales Manager/National Sales Manager** - WDEF-TV has an opening for a person with the right combination of knowledge, organization and vision. Send resume with references and compensation goals to: Gary Andrich; VP, GM; WDEF-TV; 3300 Broad Street; Chattanooga, TN 37408. Equal opportunity employer. No phone calls.

**Need General Manager** for top 50 Southeast affiliate. Dominant station. Send replies to Box 00350 EOE.

**WXXA TV FOX-23, Clear Channel Television's** newest FOX affiliate in Albany, NY is looking for an aggressive broadcast Sales Representative. Candidates should have minimum 1 to 2 years television sales experience. Knowledge of TVSCAN, Rating Books, Regional Agencies as well as a history for building new direct business. To join the FOX-23 team, send resume to Sales Personnel, WXXA TV FOX-23, 815 Central Avenue, Albany, New York 12206. EOE.

**Marketing Director:** KFVS-TV is looking for a creative, problem-solving candidate to analyze research data, put together presentations, and help market to our advertising customers as well as our viewers. You must have a demonstrated knowledge of computer systems. Successful candidate will have to pass a drug test and possess a clean driving record. Equal opportunity employer. Send resume to: Human Resources Director, KFVS-TV, P.O. Box 100, Cape Girardeau, MO 63702.

**Sales:** Television talent agency looking for traveling salespeople to literally turn on the TV when on the road. This will not conflict with your current position. This will be done on your own idle time. Call 1-800-653-9215.

### HELP WANTED TECHNICAL

**Television Chief Engineer** Wanted to maintain and operate all aspects of day-to-day station operations in 3 major areas: Operating, Maintenance and Radio Frequency, in compliance with all federal and state regulations. Schedule personnel, oversee operation of ENG and SNG vehicles and systems. Supervise physical plant maintenance and company vehicles. Develop and maintain operating budget. Bachelor's degree in an engineering science, preferably electrical or electronic engineering. 10 years experience in broadcast industry as maintenance engineer, 5 years experience as chief engineer in top 75 market or better. First class or general class radio-telephone license. Send resume only to: Business Office, WBNS-10TV, 770 Twin Rivers Drive, Columbus, OH 43215. Qualified minorities and women are encouraged to apply. WBNS-10TV is an equal opportunity employer.

**TV Engineer:** Expanding market broadcast station. Experience in TV station engineering, hands on maintenance, RF transmission and studio systems equipment. FCC General License required. SBE Broadcast Certificate preferred. EOE. Send resume, references, cover letter and salary requirements, no calls to: Ed Zellefrow, Chief Engineer, WTZA-TV, Kingston, NY 12401.

**Maintenance Engineer:** Florida ABC affiliate has an immediate opening for an Electronic Maintenance Engineer. Applicant must have at least 5 years maintenance experience and a thorough knowledge of broadcast technical systems and electronics used in a state of the art facility. High level of knowledge with computers and computer networks, as well as, good communication skills with the ability to interact with photographers, editors, operating technicians and equipment manufacturers is a must. FCC general class license and/or SBE certification is desirable. Send your name and salary requirements to Box 00364 EOE.

For all your Classified needs,  
call Antoinette Fasulo  
Tel: 212.337.7073 • Fax: 212.206.8327



## CLASSIFIEDS

**Satellite Traffic Coordinator.** Small, rapidly expanding TV facility in Washington, DC seeks individual to carry out satellite and circuits bookings, coordinate feeds to customer satisfaction, provide customer interface; costing and quotations. Position requires 3-5 years TV Broadcast and/or satellite experience; bilingual Spanish ability preferred. We offer a competitive salary and excellent benefits. Please send resume with salary requirements, in confidence, to: Personnel Manager, Reuters Television International, 1700 Broadway, 39th Floor, New York, NY 10019. EOE.

**Chief Engineer.** Looking for experienced CE, highly qualified in all areas of broadcast engineering to oversee/maintain transmitter and studio equipment. SBE certification, FCC General License required. Send resume w/salary requirements to Box 00330 EOE.

**Chief Engineer** for Florida TV affiliate. We want an excellent engineer to provide leadership and management for our department. Responsibilities will include designing, installing and maintaining all technical facilities. If you enjoy managing by example, if you're a team player with excellent skills to offer and you want to help build for the future you'll want to be considered for this opportunity with one of the industry's best broadcast groups. Send resume with salary requirements to Box 00366 EOE.

**KTVD-TV Denver,** UPN affiliate looking for UHF Transmitter Engineer. 3 years experience. Great benefits. Send resume and cover letter to Channel 20 TV Company, 11203 East Peakview Avenue, P.O. Box 6522, Englewood, CO 80115-6522. EOE. M/F.

**Maintenance Engineer** needed at Houston's leading Spanish language TV station. Entails all facets of TV studio maintenance and repairs and assistance in transmitter maintenance. Prefer a minimum of two years of TV broadcast experience including computer/digital service and operation. Electronic technician degree or equivalent required. Competitive pay and great benefits. Please send resume to: Maintenance Engineer, KXLN-TV, 9440 Kirby Drive, Houston, TX 77054. EOE.

**Operations Manager** wanted by affiliate who knows how to manage master control, production and all on-air efforts. Must be excellent trainer, interviewer, scheduler and motivator. Great staff needs a technical manager who has hands-on experience in all aspects of the TV on-air product. Not an administrative position. Detailed resume and salary needs to Frank Pilgrim, GM, WMDT-TV, P.O. Box 4009, Salisbury, MD 21803. EOE/M-F.

**SNG Truck Operator:** Florida ABC affiliate needs an SNG Truck Engineer/Operator. This position will require ENG shooting and editing experience. Strong technical background and prior SNG truck experience also required. Candidate must have or be able to attain a commercial drivers license. Send resume and salary requirements to Box 00363 EOE.

**Director/Technical Director:** Florida ABC affiliate is looking for a top notch newscast director/switcher. If you enjoy directing a fast-paced 6PM newscast and you also enjoy switching the 11PM on the best switcher and with the strongest technical support available send your resume, tape and salary requirements to Box 00365 EOE.

**Chief Engineer.** Looking for experienced CE, highly qualified in all areas of broadcast engineering, including state of the art computer, microprocessor equipment and RF transmitter. Supervise staff of 13. FCC general license required. Send resume to John Sloan, WPTA-TV, P.O. Box 2121, Ft. Wayne, IN 46801. No phone calls. EOE.

**Chief Engineer/Chief Operator:** Fox affiliate, North Carolina seeks an experienced (3 year minimum) Chief Engineer with studio maintenance experience. Send resumes to Box 00370 EOE.

**Assistant Chief Engineer:** INDY-TV is seeking an Assistant Chief Engineer. Applicant needs to be self-motivated and have 3-5 years of broadcast engineering experience. Beta cam, 1", serial digital experience helpful. UHF transmitter experience a plus. SBE certification preferred. Send resume to: WNDY-TV, Engineering Department, 1800 North Meridian Street, Suite 601, Indianapolis, IN 46202. EOE.

**Studio Operations Technician:** WESH-TV, Orlando, Florida, a Pulitzer Broadcasting Station, is seeking a strong self starter, team player, and goal oriented individual with at least two years experience in a similar position in broadcast commercial television. Responsible for operation of television equipment including MC switchers, videotape, ENG equipment, satellite receive equipment, and applicable peripherals. Send resume to Richard Monn, Engineering Manager, WESH-TV, P.O. Box 547697, Orlando, FL 32854. No phone calls. An equal opportunity employer.

**Maintenance Technician.** WYFF-TV, Carolina's News Channel located in Greenville, South Carolina seeks a talented maintenance technician. We are an NBC affiliate in the 35th market and offer a challenging job opportunity in one of the most beautiful places in the country to live and work. We require 3-5 years experience maintaining ENG, SNG and studio equipment. SBE certification is preferred. Please forward resume and salary requirements to Human Resources Manager, WYFF-TV, 505 Rutherford Street, Greenville, SC 29602. EOE.

**News Technical Director:** Los Angeles here you come. The UPN affiliate in the #2 Market is looking for a very strong TD for our fast paced, graphics and effects filled newscasts. If you are your station's expert with the GVG-300, A-53D, Ampex ADO-500 DVE, and Ampex ESS-5 Still Store, come on down. Energetic self-starter and team player will be crew captain. Major market experience of 3-5 years a must. Don't apply if the above is not you. Resumes and tape to: Jon Fischer, Director of News Operations, KCOP-TV, 915 North La Brea Avenue, Los Angeles, CA 90038. EOE. No calls please.

## HELP WANTED NEWS

### NEWSWRITER/ PRODUCER

**KGO-TV** is seeking a Newswriter/Producer for a daily newscast. Candidates should have a minimum of 3-5 years of newswriting experience in a major market with prior producer experience preferred. Application deadline is April 7, 1995. Please send resume and cover letter to:

**KGO-TV PERSONNEL  
900 FRONT STREET  
SAN FRANCISCO, CA 94111  
EOE**

**Weekend News Producer-Writer:** WWOR, the New York area's most creative news organization is looking for a weekend newscast producer who can write newscasts three days a week. Must have three to five years of line producing experience in a large to medium market. Must have a demonstrated ability to "think out of the box" to put together a creative and relevant newscast for New York area viewers. Send tapes and resumes only to Will J. Wright, News Director, WWOR, 9 Broadcast Plaza, Secaucus, New Jersey 07096. (No calls please.)

**Weekend Weather/News Combo:** WWOR, the New York market's most creative news organization, is looking for a weekend weathercaster who can report news three days a week. Must have qualified weather credentials and a demonstrated ability to dig out hard news in the areas of science, health and environment. Three to five years experience in a large to medium market preferred. Send tapes and resumes only to Will J. Wright, News Director, WWOR, 9 Broadcast Plaza, Secaucus, New Jersey 07096. (No calls please.)

**News Photographer Editor.** ABC's #1 affiliate, for late night news, has an immediate opening for a TV News Photog/Editor. Must be willing to work evenings, overnight and/or weekends. Candidate must have a minimum of 2 years experience videotaping and editing TV news footage on Beta and/or 3/4" equipment. Related college degree preferred. If you'd like to be part of Albuquerque's #1 TV station, send resume and non-returnable tape: Dave Mathew, E.N.G. Manager, KOAT-TV, P.O. Box 25982, Albuquerque, NM 87125. Drug-free work place. Equal opportunity employer.

**KTVN-TV** has an opening for a Full Time General News Assignment Reporter. Position requires a self-motivated individual with excellent communication, organizational and writing skills, exceptional people and interviewing skills, a professional and positive demeanor and the ability to use editing equipment. A college education with an emphasis on journalism or communications and at least two years experience in a television newsroom preferred. Send resume and non-returnable tape to Nancy Cope, News Director, P.O. Box 7220, Reno, NV 89510. Applications are available at 4925 Energy Way, Reno, NV 89502. Qualified minorities are encouraged to apply. No phone calls please. KTVN-TV is an equal opportunity employer.

# THIS IS NO ORDINARY NEWS

...because there's nothing ordinary about us. We're America Online, the nation's fastest growing interactive online service. And we're revolutionizing the way people get their news.

To join our team in one of the following positions, you must bring a fresh, cutting-edge approach to packaging news services. You also have to know the tools of our trade — text, photos, graphics, video and sound — and how to combine them to create compelling multimedia news packages that include interactive elements such as messaging and chat. If you've got what it takes, you can help create and oversee the development of new media products, including services created by and for our members, CD-ROM and Internet-centered news services.

## GENERAL MANAGER, NEWS

In this key position, you will manage online news areas and develop relationships with news providers and publishers, wire services, and information providers to bring news online. Day-to-day management of the "Today's News" channel and the "Capital Connection" will involve integrating multiple news wires and coordinating programming. In all these endeavors, you will be supported by a staff of 12. To qualify, you need 8-10 years' journalism and/or broadcasting experience in a management role. Experience with the latest newsroom and news editing technology is required. Experience with editing and packaging multimedia news products for consumers is desirable.

## SENIOR NEWS EDITOR

To oversee the automated processing of news wires into appropriate sections of our news channel, you need at least 5 years' publishing experience, to include experience as a working journalist. A thorough understanding of computer applications used to facilitate the news gathering or publishing process is a must. Supervisory experience is desirable.

For consideration, send or FAX your resume to:  
America Online, Inc., 8619 Westwood Center Drive,  
Vienna, VA 22182; Fax: (703) 556-3750. E-Mail:  
PACooper@aol.com. No phone calls, please. We are  
an equal opportunity employer. Principals Only.



**News Director** - Northeast Station on the move is looking for the right person to take our news operation to the next level. Must be a strong leader and motivator, who knows what it takes to make a newscast really sing. Send tape, resume, news philosophy and salary requirements to Box 00362 EOE.

**Weekend/Morning Weather Anchor** for #1 station in Cincinnati. Meteorological Degree or Seal with 2 years experience. Must be a good communicator, prepare and deliver weathercast and understand importance of severe weather. Send resume and tape to Jim Zarchin, WCPO, 500 Central Avenue, Cincinnati, OH 45202. EOE.

**News Assignment Editor.** Coordinate coverage of local news gathering for WTXL/ABC, Tallahassee. Requires solid background in broadcast journalism and strong news judgement. Please send resume, salary history, and a statement of news philosophy to: WTXL-TV, 8927 Thomasville Road, Tallahassee, Florida 32312. EOE.

**Lively, witty, morning show anchor** for midwest medium market affiliate. Exceptional ad-lib skills a necessity. Candidate will be expected to anchor, then do special segment reporting. Proven track record as a credible anchor a must. Send tape and resume to Box 00367 EOE.

**News Photographer** - Must have broadcast TV and news shooting experience, know how to shoot and edit Sony professional 1/2 inch beta, Avid editing. 3/4 inch non-returnable tape and resume to Steve Schwaib, News Director, WVIT 30, 1422 New Britain Avenue, West Hartford, CT 06110. EOE.

**News Producer.** Baltimore's award winning prime time newscast needs a hot new producer. We're looking for someone with strong writing and slick production skills. If you have 3-5 years experience as a line producer and want a shot at one of the top Fox newscasts in the country, send a tape and resume now to: Joe DeFeo, News Director, WBFF-TV, 2000 West 41st Street, Baltimore, MD 21211. No phone calls please. EOE.

**Videographer.** Named the Best Newscast in Florida by the Associated Press, Fox News at Ten, in the Ft. Myers market, needs two videographers. Two years experience required. Send non-returnable tape and resume to: Chris McKinney, Chief Videographer, 621 SW Pine Island Road, Cape Coral, FL 33991. No phone calls please. We are an equal opportunity employer.

**Night Assignment Editor:** We want someone who doesn't depend on the day sheet. Can you help develop creative stories and win the spot news stories? Responsible for story development and response, field crew assignments for the 11 PM Monday through Friday newscast. Includes maintenance of information files, futures files and planning. Gannett owned, NBC affiliate in newest NFL City. EOE. Interested candidates please send resumes to Mary Mueller, Assignment Manager, WTLV Television, 1070 East Adams Street, Jacksonville, FL 32202.

**Newscast Director/Technical Director.** Responsibilities include directing live fast-paced newscasts, locally produced specials, promos, PSA's and remote production - two year directing live newscasts preferred, accomplished editing and lighting skills. Must be creative, dedicated and able to work with others in a winning team atmosphere. Send resume to Scott Ellledge, WJBF-TV, 1001 Reynolds Street, August, GA 30901. EOE. Minorities and females are encouraged to apply.

**News Reporter** - With two years of live, local, latebreaking TV news. Live shots, strong writing, hard news abilities, anchoring experience preferred. No calls, VHS or 3/4 inch non-returnable tape and resume to Steve Schwaib, News Director, WVIT 30, 1422 New Britain Avenue, West Hartford, CT 06110. EOE.

**News Reporter:** Western New York's NewsChannel 8, WROC-TV, is looking for a real storyteller. We want a reporter who will dig past the surface to get to the best of the story, who knows how to do more than just stand there on a live shot, and who can be creative even in the most challenging circumstances. If you meet those qualifications and want to live in a place that is the northeast's best kept secret, send your resume and non-returnable tape to Charmaine Formicola, Human Resources Administrator, WROC-TV, 201 Humboldt Street, Rochester, New York 14610. Minorities are encouraged to apply. No phone calls, please.

**WJBF**, the ABC affiliate for Augusta, Georgia, is looking for a competitive, driven News Director. A past competitive news environment is a must. Executive Producers and Assistant News Directors in medium sized markets will be considered. Send resume to Louis Wall, Mary Jones, Personnel Department, WJBF-TV, P.O. Box 1404, Augusta, Georgia. EOE. Females and minorities are encouraged to apply.

**Health Reporter:** Miami CBS-TV station needs a "breakthrough" specialty reporter who can grab viewers where it matters. Story-telling, energetic, self-produced, health/med idea-generators with a tape to prove it, should apply. All others need not. No phone calls. Resume and tape to: Sue Kawalerski, News Director, WCIX-TV, 8900 NW 18 Terrace, Miami, Florida 33172. EOE.



## CLASSIFIEDS

**AM Cut-in Anchor/Reporter.** Looking for right person to anchor morning GMA cut-ins and report in Florida's beautiful Capital City. Please send tape, resume and salary history to: WTXL-TV, 8927 Thomasville Road, Tallahassee, Florida 32312. EOE.

**Assignment Editor** - Looking for the person who can handle the toughest job in the newsroom. You will supervise a staff of 12 reporters and ten photographers/editors. We have bureaus in three cities, four live trucks and a live helicopter. We need someone who can cover spot news and develop creative story ideas. If you are organized and have innovative ideas about managing "the desk" send your resume to: Dan Austin, KCRG-TV, Second Avenue at Fifth Street SE, Cedar Rapids, Iowa 52401. EOE.

**Canal de Noticias NBC:** 24-hour Spanish news channel located in Charlotte, NC, looking for qualified journalists and technicians as it grows. Openings for anchors, Washington correspondent, reporters, producers, writers, editors, audio, chyron, graphics, and directors. Please send tapes, resumes and references to Box 00356 EOE.

**Executive News Producer.** Named Best Newscast in Florida by the Associated Press, Fox News at 10 in the Naples/Ft. Myers market, seeks number two person in news department. Successful candidate must possess 3 to 5 years experience in top 75 market. Candidate must be a leader, an exceptional writer and Foxified. Send non-returnable tape to: Mark Pierce, Station Manager, 621 SW Pine Island Road, Cape Coral, FL 33991. No phone calls please. We are an equal opportunity employer.

**Executive News Producer:** Miami CBS-TV station needs a "hot" editorial and production-oriented manager to re-invent and produce the late weeknight newscasts. Creative, idea-generators with a tape to prove it should apply. Must be a strong writer and leader. The right person will go far. No beginners. No phone calls. Resume and tape to: Sue Kawaterski, News Director, WCIX-TV, 8900 NW 18 Terrace, Miami, Florida 33172. EOE.

**Executive Producer/News.** Management position which includes scheduling of producer and supervision of all elements within newscasts. Must have newscast producing experience, good people skills, excellent news judgement, strong production and writing skills. College degree or 3 years experience preferred. Send resume to Don Bradley, WPTA-TV, P.O. Box 2121, Ft. Wayne, IN 46801. No phone calls. EOE.

**General Assignment Reporter:** Top market station seeks an experienced general assignment reporter. Live newsroom experience a must. Send resume and tape to: Henry Florsheim, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an equal opportunity employer.

**Co-Anchor/Reporter.** West Texas, CBS affiliate, seeks a Co-Anchor/Reporter for the 10:00 PM newscast. Must be able to gather, write, and edit three-quarter inch video for broadcast. On-Air affiliate experience and degree required. Send resume and tape to: Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

**Consumer Reporter:** Degree required and at least 2 years broadcast experience. Interest in consumer and investigative reporting is necessary. CSR1-BM, Box 44227, Shreveport, LA 71134-4227. EOE.

**Co-Anchor** - You will complement our established male anchor. We are looking for communicator with superior reporting skills. No beginners! Medical reporting is an advantage. Send resume and non-returnable tape to: Dan Austin, KCRG-TV, Second Avenue at Fifth Street SE, Cedar Rapids, Iowa 52401. EOE.

### HELP WANTED PRODUCTION

## SENIOR EDITOR WANTED

We need a sports minded editor with minimum of 5 years experience on the Sony 9000 editor, Grass Valley 300 switcher, and Abekas A53. If you have great client skills, love sports, and have creative editing talent, we want you! Come to the Sports Capitol of the World - Bristol, CT and work with New England's leading post-production facility! Send resume to **Alden Video Productions**, 10 Ronzo Road, Bristol, CT 06010, or fax to (203) 584-4130, to the attention of Mike Perry.

**Graphic Artist (2D)** sought by premiere Mid-Atlantic post facility. Work with the latest equipment (Parallax Matador on SGI, DDRs, D-1 room) and the best people in a relaxed, creative environment. Fax resume to Pat at 215-238-5055.

**Graphic Designer** - Needed for mid-Atlantic NBC affiliate. Experience with broadcast paint systems a must (AVA 3 preferred). Print, set design, and Infinit experience helpful. Send tape and resume to Art Director, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. No phone calls. EOE.

**Help Wanted:** Television: Commercial Writer/Producer. WPDE-TV 15, the ABC affiliate in Florence/Myrtle Beach, South Carolina, seeks creative hands-on commercial producer. Writing, videography and post-production necessary. Non-linear editing a plus. Send resume, tape and salary requirements to: Chuck Spruill, Director, Promotion and Operations, WPDE-TV, 3215 South Cashua, Florence, SC 29501-6386. EOE/MF.

**Series and Specials Producer** for major market station in the South. If your reel of series and specials really sparkles and you can show us great journalism and great television, we want to hear from you. This job includes producing sweeps series, prime-time specials, elections and other news projects. You must be a self-starter, able to juggle multiple projects and a real whiz in TV production. EEO. If you're interested, send Beta or 3/4" tape of your best stuff, resume, references and salary requirements to Box 00373.

**Broadcast Design Director.** We're looking for an energetic, creative and experienced Broadcast Design Director to lead the graphics department of Kansas City's #1 rated station. You must have hands-on news graphics experience and the skills to take us to the next level. Prior management experience is preferred. Paintbox and computer literacy required. Send resume and tape to Roxann Nelson, KMBC-TV, 1049 Central, KCMO 64105. No phone calls please. Women and minorities are encouraged to apply. EOE.

**Chief Audio Engineer/Mixer.** WTVI, Charlotte, NC. WTVI seeking creative team player for high-quality public TV production center that produces a wide range of local, regional and national programs. Substantial live television experience important. Must have good maintenance abilities and knowledge of audio in video editing suites. EFP audio experience helpful. Send resume and salary requirement to Personnel, WTVI, 3242 Commonwealth Avenue, Charlotte, NC 28205. Closing date 4/7/95. EOE.

**Director/CMX Editor.** WXIN-TV FOX 59 has an immediate opening for a Technical Director/CMX Editor. Live or post production experience with technical directing a must. Working knowledge of CMX editing, directing experience and college degree or news experience preferred. Responsibilities include ability to switch live newscasts, direct local programming, edit pre-production and on-line packages and work with producer and director of newscasts, specials and other programming. Must work well under news deadlines. For consideration, send cover letter and resume by April 6, 1995 to Mr. Jamie Berns, WXIN-TV, 1440 North Meridian Street, Indianapolis, IN 46202. EOE. Job offer contingent on results of substance abuse testing.

**Educational Video Producer:** University Extension, University of Missouri-Columbia seeks producer with good shooting or editing skills. Experience with BVE-2000, A51, BVW, and DWW a plus. We're a small shop with science, health, and agricultural programs distributed via tape and satellite. Cooperation, a commitment to excellence, travel, lifting, Bachelor's in appropriate field, and three years full-time experience producing/directing required. Salary commensurate with experience. No calls please. AA/EOE. Send resume, non-returnable tape, script samples, letter describing your role in each piece on the tape to: Frank Filto, 9 Clark Hall, Columbia, MO 65211.

**Graphic Artist/Designer:** Pacific Northwest station seeks versatile and experienced television graphic artist w/strong broadcast illustration, design and 3-D computer animation skills. This position supports all station departments in the design and creation of broadcast and non-broadcast materials. Minimum of three years broadcast/production house or related experience is required. Topas/Vista Tips and Macintosh experience desired, as is experience in Post Production. Undergraduate design degree is preferred. If you can take charge, are deadline sensitive and enjoy working with both clients and staff, send a resume and your best work on tape to: Design Search, KVOS TV, Inc., 1151 Ellis Street, Bellingham, WA 98225. No phone calls, please. EOE.

## CLASSIFIEDS

**Writer/Producer:** WLWT-TV, the NBC affiliate in Cincinnati, is looking for a Writer/Producer with at least two years experience to join our promo team. We're looking for that rare blend between creative guru and news junkie. You'll produce daily topicals for the 5pm and 11pm newscasts, create special sweeps spots, and work on other assigned projects. If you love newsroom living, know what's promotable, and have an eye for the proofable, we want to hear from you! Rush resume and demo reel to: Lori Shefa, Director of Marketing, WLWT-TV, 140 West 9th Street, Cincinnati, OH 45202. No phone calls. EEO/F/M/D.

**Television Traffic Manager in Florida:** WIRB-TV, a Paxson Communications station, is seeking an experienced person to join the country's fastest growing television group. Live on Florida's east coast as part of a new broadcast adventure in the Orlando ADL. Resume to: "Traffic," WIRB-TV, P.O. Box 501137, Malabar, FL 32950-1137. EOE.

**Wanted:** Videotape Editor. Sony 9000, Grass Valley switchers. Sony VTR operation. Digital video effects. Routing switchers, etc. Fax resume to: 817-685-1977.

### HELP WANTED PROMOTION

**Promotion Writer/Producer.** KOAT-TV in beautiful Albuquerque is searching for an experienced writer/producer to create daily topicals for the market's dominant news operation. If you can zero in on what's promotable, write super-compelling copy and turn around great-looking spots under tight deadlines, we want to hear from you! As a member of our marketing team, you'll also be responsible for series promos and other projects as needed. Good interpersonal skills, enthusiasm and the ability to work well in the hectic pace of a newsroom essential. Prior TV news promotion experience required! KOAT has an outstanding art staff, great production facilities and excellent benefits. And...mild weather, a picturesque landscape and affordable cost-of-living conditions make this one of the country's fastest-growing markets! Sounds good? Then rush your tape, resume and salary requirements to: Yvette Perez, KOAT Marketing Director, P.O. Box 25982, Albuquerque, NM 87125. Drug free workplace. KOAT-TV is an equal opportunity employer.

**Promotion Writer - Producer.** WATE-TV/Young Broadcasting of Knoxville, Inc. is seeking a highly creative and motivated Promotion Writer-Producer. The ideal candidate will have a minimum of two years experience writing and producing daily news topical promos, as well as news image and series promotion. College degree in broadcasting or related field is required. Ability to shoot Betacam is a big plus. If you're not a team player with a desire to win, don't apply! Send current resume and latest reel to: Personnel, WATE-TV, P.O. Box 2349, Knoxville, TN 37901. No phone calls, please. EOE.

**Promotion/Program Manager.** WBFF FOX 45 and WNUV UPN 54 in Baltimore are looking for a creative, energetic and enthusiastic professional to oversee promotion and programming. This unique position allows you the opportunity to work in a successful LMA market. News promotion experience is a must. Programming duties include scheduling and usage. Candidate must have 3-5 years experience. If you have a proven track record of success and want to work in a high-charged work environment, send your resume to: Steve Marks, General Manager, WBFF FOX 45 & WNUV UPN 54, 2000 West 41st Street, Baltimore, MD 21211. No phone calls please. EOE.

### HELP WANTED FINANCIAL & ACCOUNTING

**Senior Accountant/Employee Benefits Coordinator.** Responsibilities include all phases of general accounting through financial statements, preparing payroll records for service company and maintaining employee's benefits records. Five years general accounting experience. PC skills (Windows, Lotus), computer operations experience and Bachelor's Degree in Accounting required. Please send resume to Miriam Symonds, WPTA-TV, P.O. Box 2121, Ft. Wayne, IN 46801. No phone calls. EOE.

### SITUATIONS WANTED TECHNICAL

**Chief Engineer, Project Engineer, Overseas Employment Desired.** Highly talented, VHF/UHF Television and AM/FM Radio Engineer, seeks contract or full time Stateside or overseas employment. Extensive US and overseas studio and RF design, construction, maintenance experience. Challenging projects welcome. Available to relocate worldwide. Call anytime for immediate resume. (909) 223-8955.

### SITUATIONS WANTED VOICEOVERS

**NY Voiceover Artist.** Voiceovers, Promos, and Narrations. With digital recording studio including phone patch call Bill at 212-255-7859 or Fax for V.O. and/or promo demo at 212-229-1887.

### TALENT SERVICES

#### ON-CAMERA WEATHERCASTING SEMINAR

NWN, America's Virtual Weathercenter also offers daily on-camera weathercaster training sessions. Work the Chroma-Key and make your on-air demo tape. Single and multi-day sessions available.

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Bay Cable Advertising is looking for a bright, talented Sales Manager/Leader to oversee a sales region of 221,000 subscribers. Experience to include a successful track record in Retail/Sales Management. Please send resumes to: Judith Currier, Director of Sales, Retail; Bay Cable Advertising; 755 Sansome Street; 6th Floor; San Francisco, CA 94111. BCA is an Equal Opportunity Employer.

#### WANT TO RESPOND TO A BROADCASTING & CABLE BLIND BOX ?

Send resume/tape to: Box \_\_\_\_\_, 245 West 17th St., New York New York 10011



# CLASSIFIEDS

## HELP WANTED NEWS

**Exciting Opportunity.** Time Warner Cable's Eastern PA Division is seeking a highly motivated, take-charge person as News Director. The purpose of this position will be to start-up, oversee and manage the local news operation in our Reading, PA system. The successful candidate will have a 4 year college degree in communications/broadcast journalism plus 1 - 2 years of supervisory and television broadcast experience. In addition to management of the news operation and staff, the individual will also anchor and direct the daily newscast. Please send resume to: Human Resources Department, Time Warner Cable, 400 Riverfront Drive, Reading, PA 19602. EOE/AA Employer. M/F/H/V.

**Award-winning newscast becoming 24 hour News Channel.** We need: Meteorologist: Looking for AMS, degreed to dominate morning market. Must be able to combine strong scientific background with warm, personal approach. Familiarity with Northeast (Lake effect) and Earthwatch a plus. Minimum 4 years TV experience. No part-timers. Executive Producer: Must take command of breaking news in constant live CNN-like atmosphere. No limits to extent or commitment to coverage. Outside the box thinkers. "Stackers." don't waste your time. Minimum 3-5 years. Photo-journalists: We support NPPA work ethic; empowered shooters are true storytellers. Award winning staff in Region (2 POY in 3 years). Minimum 2 years news experience. No beginners. Show me what you did last week, as well as your best from last year. Anchor/Reporters: No one here just reads copy. All anchors work regular beats, filling daily-also GA work as needed. Minimum 4 years TV reporting a must. Previous anchor work not necessary, but preferred. You've got to love news, not just "doing TV." You read about us. Do you have what it takes to join "R family?" A stable, creative work environment on the cutting edge of TV newsgathering and computer/automation. Send resume/tape to Pete Dobrovitz, News Director, R News, a Time Warner Entertainment Division, 71 Mt. Hope Avenue, Rochester, NY 14620. EOE. No phone calls.

## HELP WANTED PROGRAMMING

**VP of Programming.** Action Pay Per View, a service of BET, Inc. is a nationally delivered cable network and is one of the PPV industry's primary providers of independent film and other entertainment. Position is responsible for overseeing all aspects of the Programming Department: Analysis and Evaluation of programming, Rights Acquisition/Negotiation, Program Scheduling. Qualified candidate must have BS/BA, a minimum of 5 years of cable network and/or PPV programming experience, as well as significant experience in rights acquisition. Strong negotiation skills, contract/business affairs experience, and an extensive knowledge of film is essential. Action PPV offers a competitive salary and excellent benefits. For immediate consideration, send or fax your resume with salary history to: Action PPV, 2425 Olympic Boulevard, #4050 W, Santa Monica, CA 90404. Fax: 310-998-9173 Attn: LC. EOE.

You can now reach Broadcasting & Cable Classifieds on the Internet at  
**INTERNET:AFASULO@BC.CANNERS.COM**

## HELP WANTED TECHNICAL

### TECHNICAL DIRECTORS

Leading media giant-owned Cable Network seeks experienced T.D.'s for daily live television productions and new daily strip show to premiere in the Fall.

**Contact:**  
**Human Resources**  
**Murray Hill Station, P.O. Box 13**  
**NYC 10156**

## HELP WANTED PRODUCTION

**Segment Producers** sought for *Know Zone*, a weekly science and technology show airing nationally on the Discovery Channel. Fast-paced, talent-driven approach to delivering information. Pre-, post-, and field production skills required. Computer skills a plus. Send resume to Chris Spain, *Know Zone*, KRON-TV, 1001 Van Ness Avenue, San Francisco, CA 94109 or fax (415) 561-8665.

**Associate Producer** sought for *Know Zone*, a weekly science and technology show airing nationally on the Discovery Channel. Field production, research, writing, organizational and phone skills required. Send resume to Laura Civiello, *Know Zone*, KRON-TV, 1001 Van Ness Avenue, San Francisco, CA 94109 or fax (415) 561-8665.

## HELP WANTED PRODUCTION

NBC Cable has several long term freelance assignments in their fast paced Traffic Dept. in their NYC office.

You will input sales orders, schedule commercial spots and copy, and prepare program logs.

Candidates must be sharp, detail-oriented self starters with the

ability to handle a multitude of tasks in a high pressure environment. Previous broadcasting/cable or advertising agency traffic experience helpful, but not necessary. Must have excellent computer and organizational skills.

Please send your resume to **Personnel Manager, TA, NBC CABLE**, 2200 Fletcher Ave., Fort Lee, NJ 07024. We are an equal opportunity employer.



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## ALLIED FIELDS

## HELP WANTED INSTRUCTION

## VISITING DISTINGUISHED LATINO/LATINA SCHOLAR

In support of William Paterson College's strategic commitment to the goals of excellence, diversity, and community and its Board of Trustees' mandate for increased faculty diversity, the faculty of William Paterson College seek to create a welcoming and nurturing campus climate for a diverse faculty, staff and student body. In this spirit, the School of Arts and Communication at William Paterson College is pleased to announce a Visiting Latino(a) Scholar position for the 1995-1996 year. The visiting scholar will be a person of Latino descent who is knowledgeable and sensitive to the Latino experience in the United States. She/he should be bilingual (English and Spanish) to effectively communicate with both English and Spanish-speaking audiences. The ideal candidate must have a terminal degree in one of the following areas: Art, Communication, Music, or Theater. (Degree equivalence for exceptional candidates not holding terminal degrees in these areas may be established.)

Candidate (scholars, and/or artists) must have a distinguished record of accomplishments, nationally/internationally, in their fields and successful teaching experience at the college level. Candidate must submit evidence of scholarly research and publication and/or portfolios. Candidate will be willing to teach classes on campus and give guest lectures on and off campus. Candidate will have access to art studios/music recording studios/film and television production facilities, and theater facilities. Latinas and Latinos of all ethnic origins are encouraged to apply. Salary is competitive, dependent upon background and experience.

As an accredited state college of New Jersey offering 50 undergraduate and graduate programs, the institution is committed to educational excellence, cultural diversity and community outreach. WPC is an Equal Opportunity/Affirmative Action Employer.



Dr. Barry F. Morganstern, Chair  
Department of Communication (Drawer B&C)  
**WILLIAM PATERSON COLLEGE**  
300 Pompton Road, Wayne, NJ 07470  
Review of application will begin on 4/19/95

**Georgia College—Coordinator of Distance Education.** The Coordinator of Distance Education will assist in policy making and be responsible for the use, scheduling, expansion, promotion and day-to-day operation of the Georgia College Distance Education programs and staff development. Includes but is not limited to, two-way interactive digitally compressed audio/video systems, satellite teleconferencing, telecourses, computer and print based instruction along with catv and radio/tv distribution systems. The primary purpose is to extend educational opportunities at the resident campus and off campus centers. A masters degree in instructional technology or closely related field. Experience in distance education technologies. Good communication skills, knowledge of technological systems and teaching experience in higher education are desirable. Georgia College is a residential, comprehensive, senior college of the University System of Georgia, comprised of five schools. The College offers majors in more than 100 areas, has an enrollment of 5,600 students and is located approximately 90 miles southeast of Atlanta. Employment date: July 1, 1995. Salary is commensurate with background and experience. Application deadline: April 15, 1995 or until the position is filled. Send letter of application, vita, official transcripts of all college work, and the names, addresses and telephone numbers of three references to: Mr. Rommie Johnson, Chair, Search Committee, Coordinator of Distance Education, Georgia College, Campus Box 025, Milledgeville, GA 31061. An equal opportunity, affirmative action, American Disabilities Act institution. Women, African-Americans and other minorities are encouraged to apply.

**College Teaching:** Undergraduate faculty position beginning mid-August 1995 to teach assorted journalism/broadcasting courses and advise students in cable-ready programming. MA in journalism required. Materials by April 10 to Dean, Midland Lutheran College, Fremont, NE 68025.

## HELP WANTED MANAGEMENT

**CEO of Satellite Service.** Established East Coast satellite service is expanding and looking for a new CEO. Strong marketing, sales and management skills required. Background in the broadcast or cable industry preferred, but not essential. Strong leader with 10-15 years successful business experience preferred. Send resume to Box 00371.

## FINANCIAL SERVICES

**Loans By Phone:** Lease/finance new or used broadcasting equipment. Flexible payment plans. Flexible credit criteria. Call Jeff Wetter at Flex Lease, Inc. 800/699-FLEX.

## EDUCATIONAL SERVICES

**On-camera coaching:** Sharpen TV reporting and anchoring/teleprompter skills. Produce quality demo tapes. Resumes. Critiquing. Private lessons with former ABC News correspondent. 914-937-1719. Julie Eckhart, ESP.

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**KGHL(AM)-KIDX(FM) Billings, MT** (AM: BAL950110ED; FM: BALH950110EE)—Action Feb. 1.

**KKUL(AM) Hardin, MT** (BAL941118EC)—Action Jan. 31.

**KCAP(AM)-KZMT(FM) Helena, MT** (AM: BAL950110EF; FM: BALH950110EG)—Action Feb. 1.

**KLDZ(FM) Lincoln, NE** (BALH950109GG)—Action Jan. 26.

**KRDD(AM) Roswell, NM** (BAL941115EA)—Action Jan. 25.

**WGLI(AM) Babylon, NY** (BAL941220EE)—Action Jan. 13.

**WADO(AM) New York** (BAL941220EH)—Action Jan. 13.

**WBLI(FM) Patchogue, NY** (BTCH940311GG)—Action Jan. 27.

**WOKR-TV Rochester, NY** (BTCCT941118KE)—Action Jan. 27.

**WRQI(FM) South Bristol Township, NY** (BALH950117GI)—Action Jan. 27.

**WARR(AM) Warrenton, NC** (BAL941201EB)—Action Jan. 23.

**KTHI-TV Fargo, ND** (BALCT941118KF)—Action Jan. 20.

**WHLO(AM) Akron, OH** (BAL941215GI)—Action Dec. 30.

**WTOF-FM Canton, OH** (BALH941215GG)—Action Dec. 30.

**WDFM(FM) Defiance, OH** (BTCH941215GZ)—Action Jan. 26.

**WCOJ(AM) Coatesville, PA** (BAL941230EC)—Action Jan. 27.

**WMSW(AM) Hatillo, PR** (BAL950109EC)—Action Feb. 1.

**WJMZ-FM Anderson, SC** (BALH940310GT)—Action Jan. 24.

**WVOC(AM) Columbia, SC** (BTC941219EA)—Action Jan. 13.

**WEMB(AM) Erwin, TN** (BTC941227EB)—Action Jan. 27.

**WHNK(AM) Madison, TN** (BAL930310EC)—Action Jan. 26.

**KDJW(AM)-KBUY-FM Amarillo, TX** (AM: BAL941230ED; FM: BALH941230EE)—Action Jan. 27.

**KICK(AM) Denton, TX** (BAL941220EI)—Action Jan. 27.

**KESS(AM) Fort Worth, TX** (BAL941220EJ)—Action Jan. 23.

**KGDD(AM) Paris, TX** (BAL941011EF)—Action Jan. 27.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; H&V—horizontal and vertical; khz.—kilohertz; kw.—kilowatts; lic.—license; m.—meters; mhz.—megahertz; mi.—miles; mod.—modification; MP—modification permit; ML—modification license; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power update; U or unl.—unlimited hours; vis.—visual; w.—watts; \*—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

**WNTW(AM)-WUSQ-FM Winchester, VA** (AM: BAL941209EC; FM: BALH941209ED)—Action Jan. 13.

**KCPL(AM) Olympia, WA** (BTC941121EC)—Action Jan. 27.

**KIRO-TV Seattle, WA** (BALCT941202KE)—Action Jan. 27.

**KITZ(AM) Silverdale, WA** (BAL941212EB)—Action Jan. 13.

**WWNR(AM) Beckley, WV** (BAL941115EB)—Action Jan. 23.

**WEMM(FM) Huntington, WV** (BALH941215GH)—Action Dec. 30.

## NEW STATIONS

### Applications

**Trinity, AL** (BPED950215MA)—American Family Association seeks 88.1 mhz; 12 kw; ant. 112 m. Address: P.O. Drawer 2440, 107 Parkgate, Tupelo, MS 38803. Applicant is headed by Donald Wildmon and owns WQST-AM-FM Forrest, WAFFR(FM) Tupelo and WDFX(FM) Cleveland, all Mississippi, and KCFN(FM) Wichita, Kan.

**Prescott, AZ** (BPED950103MI)—Northern Arizona University seeks 89.3 mhz; 0.1 kw; ant. 483 m. Address: P.O. Box 5764, Flagstaff, AZ 86011. Applicant owns KUAS-TV/KUAT-AM-FM-TV Tucson and KAET-TV Phoenix, both Arizona.

**Show Low, AZ** (BPED950130MB)—Arizona Board of Regents for and on behalf of Northern Arizona University for 90.7 mhz; 0.1 kw; ant. 259 m. Address: P.O. Box 5764, Flagstaff, AZ 86011. Applicant owns KUAS-TV/KUAT-AM-FM-TV Tucson and KAET-TV Phoenix, both Arizona.

**Winslow, AZ** (BPH941220MC)—Desert West Air Ranchers Corp. seeks 95.1 mhz; 100 kw; ant. 300 m. Address: P.O. Box 36717, Tucson, AZ 85740. Applicant is headed by Ted and Jana Tucker and has no other broadcast interests.

**Santa Cruz, CA** (BPED941216MC)—Coast Public Radio Inc. seeks 90.7 mhz; 0.316 kw; ant. 111 m. Address: 500 Redwood Heights Rd., Aptos, CA 95003. Applicant is headed by Neil Ramos and has no other broadcast

interests.

**Sebastian, FL** (BPED941207MH)—Public Radio Inc. seeks 95.9 mhz; 25 kw; ant. 100 m. Address: 1508 State Ave., Holly Hill, FL 32117. Applicant is headed by Gordon Lund and owns WAPN(FM) Holly Hill, Fla.

**Lihue, HI** (BPH941214MA)—O'Hana Radio Partners seeks 98.1 mhz; 100 kw; ant. 333 m. Applicant is headed by Terrance Isobe, Brewster Fong and James Primm. Primm has interests in permittee of KAIQ-FM Littlefield, Tex., and KSSS-FM Bismarck, N.D.

**Princeville, HI** (BPH950119MF)—Vetter Communications Co. Inc. seeks 98.9 mhz; 100 kw; ant. -90 m./-297 ft. Address: P.O. Box 14685, Baton Rouge, LA 70898. Applicant is headed by Cyril Vetter and owns WVLA(TV) and WTGE-FM, both Baton Rouge, La.

**Sun Valley, ID** (BPH950123MC)—Ogden Broadcasting of Minnesota Inc. seeks 107.5 mhz; 100 kw; ant. 582 m. Address: 1500 Main St., Wheeling, WV 26003. Applicant is headed by G. Ogden Nutting and owns WTON-AM-FM Staunton, Va.

**Charleston, IL** (BPED941229MA)—Wisconsin Voice of Christian Youth Inc. seeks 91.3 mhz; 1 kw; ant. 44 m. Address: 3434 W. Kilbourn Ave., Milwaukee, WI 53208. Applicant is headed by Randall Melchert and owns KVCY(FM) Fort Scott, Ks; KVCX(FM) Gregory, S.D.; and WVCY-FM-TV Milwaukee, WVCX(FM) Tomah and WSCO(TV) Suring, all Wisconsin.

**Galatia, IL** (BPH941208ML)—Daniel Johnson seeks 98.9 mhz; 6 kw; ant. 100 m. Address: Rte 142 W., Box 42A, McLeansboro, IL 62859. Applicant owns WMCL(AM) McLeansboro, Ill.

**Salem, IL** (BPED950126MC)—American Family Association seeks 91.3 mhz; 0.9 kw; ant. 47 m. Address: P.O. Drawer 2440, 107 Parkgate, Tupelo, MS 38803. Applicant is headed by Donald Wildmon and owns WQST-AM-FM Forrest, WAFFR(FM) Tupelo and WDFX(FM) Cleveland, all Mississippi, and KCFN(FM) Wichita, Kan.

**Des Moines, IA** (BPET94124KJ)—Des Moines Family Television seeks ch. 43; 31.53 kw; ant. 85 m. Address: P.O. Box 5670, Bryan, TX 77805-5670. Applicant is headed by Karen Snead and has no other broadcast interests.

**Muscataine, IA** (BPH941227ME)—Muscatine Communications Inc. seeks 93.1 mhz; 6 kw; ant. 100 m. Address: c/o Fletcher, Heald & Hildreth, PLC, 1300 N. 17th St., 11th floor, Rosslyn, Va. 22209. Applicant is headed by John and Darlene Schwandke and owns KWPC(AM) Muscatine, Ia.

**Ottumwa, IA** (BPED950213MB)—Iowa State University of Science and Technology seeks 89.1 mhz; 13.5 kw; ant. 137 m. Address: Communications Bldg., Ames, IA 50011. Applicant is headed by Martin Jis-



chke and owns WOI-AM-FM Ames, Ia.

**Clinton, KY (BPH950118MB)**—Cindy Lowe seeks 102.1 mhz; 25 kw; ant. 100 m. Address: 2220 Quail Creek Dr., Murray, KY 42071. Applicant has no other broadcast interests.

**Glasgow, KY (BPH950104MF)**—Barkin Partnership seeks 94.1 mhz; 6 kw; ant. 100 m. Address: c/o Putbren & Hunsaker, P.O. Box 539, McLean, VA 22101. Applicant is headed by Jim Kincer and James Barnhart and has no other broadcast interests. Kincer owns WFIA(AM)-WQLL(FM) Louisville, Ky.

**Glasgow, KY (BPH950104MG)**—Royse Radio Inc. seeks 94.1 mhz; 6 kw; ant. 100 m. Address: 229 W. Main St., Glasgow, KY 42141. Applicant is headed by Henry Royse II and has no other broadcast interests.

**Lake Arthur, LA (BPH950118MC)**—Edward Prendergast Sr. seeks 107.3 mhz; 25 kw; ant. 100 m. Address: 2411 23rd St., Lake Charles, LA 70601-6901. Applicant has no other broadcast interests.

**Tunica, MS (BPH941229MC)**—Kaye Roberson seeks 96.1 mhz; 1 kw; ant. 44 m. Address: P.O. Box 2292, W. Helena, AR 72390. Applicant owns KJLW(AM) West Helena, Ark.

**Tunica, MS (BPH941228MA)**—Bobby Caldwell seeks 96.1 mhz; 25 kw; ant. 100 m. Address: P.O. Box 789, Wynne, AR 72396. Applicant owns KWYN-AM-FM Wynne and KWAK-AM-FM Stuttgart, both Arkansas.

**Tunica, MS (BPH941223MA)**—George Flinn Jr. seeks 96.1 mhz; 25 kw; ant. 100 m. Address: 188 S. Bellevue, Ste. 222, Memphis, TN 38104. Applicant owns WHBQ(AM) Memphis and WNWZ(AM) Germantown, both Tennessee; and is permittee of CPs for WFBI(TV) Memphis; KDRE(FM) North Little Rock, Ark.; and WCCL(TV) New Orleans.

**Tunica, MS (BPH941223MD)**—Tunica Broadcasting seeks 96.1 mhz; 25 kw; ant. 100 m. Address: P.O. Box 38, Tunica, MS 38676. Applicant is headed by R.B. Flowers, Kirk Harnack and Larry Fuss and has no other broadcast interests. Harnack and Fuss

own WOHT(AM)-WDTL-FM Cleveland and WKZB(FM) Drew, both Mississippi; Harnack holds 49% of permittee of KEGT(FM) Lake Village, Ark.; Fuss is permittee of KWLTV(FM) North Crossett, Ark., and KOOZ(FM) Great Falls, Mont.

**Tunica, MS (BPH941230MA)**—Todd Robinson seeks 96.1 mhz; 25 kw; ant. 100 m. Address: c/o Gammon & Grange PC, 8280 Greensboro Dr., 7th floor, McLean, VA 22102. Applicant owns 50% of new FM at Harrisburg, N.C.

**New London, MO (BMPH941212IJ)**—Pro-Radio Inc. seeks 105.9 mhz; 10 kw; ant. 157 m./515 ft. Address: c/o Gregg Skall, Pepper & Corazzini LLP, 1776 K St., NW, Ste. 200, Washington, DC 20006. Applicant has no other broadcast interests.

**Cascade, MT (BPH950117MM)**—F&S Broadcasting Inc. seeks 104.9 mhz; 72.94 kw; ant. 664.4 m. Address: 3137 Bonnell, East Grand Rapids, MI 49504. Applicant is headed by Tim Feagan and John Seymour and has no other broadcast interests.

## THIS WEEK

**March 30**—"A Conversation with Sid Caesar," presented by the *Museum of Television & Radio*. Museum of Television & Radio, New York City. Contact: Gina Jarrin, (212) 621-6705.

## APRIL

**April 1**—4th annual *Associated Press/Radio-Television News Directors Association/Emerson College* regional conference and awards ceremony. Marriott Long Wharf Hotel, Boston, Mass. Contact: Bob Salsberg, (800) 882-1407.

**April 3**—*Foundation of American Women in Radio and Television* Commendation Awards presentation. Waldorf-Astoria, New York City. Contact: (703) 506-3290.

**April 3-5**—Cable & Satellite 95 conference and exhibition, sponsored by *Reed Exhibitions*. The Grand Hall at Olympia, London. Contact: 081 948 9800.

**April 4**—*Wertheim Schroder/Variety* media conference on "The Business of Entertainment." The Pierre Hotel, New York City. Contact: Davia B. Temin, (212) 492-6082.

**April 4**—"Introduction to the Internet: Implications for Business," forum in telecommunications practice presented by *Polytechnic University Center for Advanced Technology in Telecommunications*. Westchester Graduate Center, Hawthorne, N.Y. Contact: Ameena Mustafa, (718) 260-3050.

**April 4-6**—"The Pay-Per-View Millennium Is Coming," conference presented by the *Cable Television Administration & Marketing Society (CTAM)*. New Orleans Marriott, New Orleans. Contact: Maribel Maldonado, (703) 549-4200.

**April 5**—*International Radio & Television Society Foundation* Gold Medal Award dinner honoring Rupert Murdoch. Waldorf-Astoria, New York City. Contact: Maggie Davis, (212) 867-6650.

**April 5-6**—"Telco 101: Cable Meets Telephony," presented by *Women in Cable & Telecommunications*. Quails Inn, Lake San Marcos, Calif. Contact: Christine Bollelino, (312) 634-2335.

**April 6-7**—Wireless Leadership Forum, sponsored by the *Personal Communications Industry Association*. Crystal Gateway Marriott, Arlington, Va. Contact: Christina Tendero, (202) 467-4770.

**April 7-10**—40th annual *Broadcast Education Association* convention. Las Vegas Convention Center, Las Vegas. Contact: Lara Sulimlenko, (202) 429-5354.

**April 7-12**—MIP-TV international television marketplace, sponsored by *Reed Exhibitions*.

## Datebook

Palais des Festivals, Cannes, France. Contact: (212) 689-4220.

**April 9-13**—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

**April 10-11**—*Television Bureau of Advertising (TVB)* annual sales and marketing conference. Las Vegas Convention Center, Las Vegas. Contact: Robert Romano, (212) 486-1111.

**April 12-13**—"Understanding the Complexities of Cable Regulation," presented by *Women in Cable & Telecommunications*. CNN Center, Atlanta. Contact: Christine Bollelino, (312) 634-2335.

**April 18-20**—3rd annual Direct Response TV West Expo & Conference, presented by *Advantstar Expositions*. Long Beach Convention Center, Long Beach, Calif. Contact: Tish Kelly, (800) 654-3112.

**April 18-21**—Fifth Conference on Interactive Marketing, presented by *Interactive Marketing Inc.* Hyatt Regency New Orleans, New Orleans. Contact: Lauri Gavel, (310) 798-0433.

**April 19**—SkyFORUM, direct-to-home satellite TV symposium presented by the *Satellite Broadcasting and Communications Association of America*. Marriott Marquis, New York City. Contact: (800) 541-5981.

**April 19-20**—*Ohio Association of Broadcasters* spring convention. Marriott Society Center, Cleveland. Contact: (614) 228-4052.

**April 19-20**—"Engineering for the Non-engineer," presented by *Women in Cable & Telecommunications*. TCI Training Center, Denver. Contact: Christine Bollelino, (312) 634-2335.

**April 19-21**—*DigiMedia '95* television/multimedia conference and exhibition. Geneva International Conference Centre, Geneva, Switzerland. Contact: (Fax) +41 22 320 9075.

**April 20-21**—*International Radio & Television Society Foundation* minority career workshop.

**Sept. 27**—*BROADCASTING & CABLE* Interface IX Conference. The Willard Hotel, Washington, D.C. Contact: Joan Miller, (212) 337-6940.

**Nov. 6**—*BROADCASTING & CABLE 1995 Hall of Fame Dinner*. The Marriott Marquis Hotel, New York City. Contact: Steve Labunski, (212) 213-5266.

New York Marriott East Side, New York City. Contact: Maria De Leon, (212) 867-6650.

**April 21-22**—Seminar on careers in the sports industry, presented by *Sports Careers*. Westin Bonaventure Hotel and Suites, Los Angeles. Contact: Harry Leckemby, (602) 954-8106.

**April 26**—*Broadcast Pioneers* annual Golden Mike Award Dinner. The Pierre Hotel, New York City. Contact: Carol Munch, (212) 830-2581.

## MAY

**May 7-10**—44th annual *National Cable Television Association* convention. Dallas Convention Center, Dallas, Tex. Contact: (202) 775-3669.

**May 21-24**—35th annual *Broadcast Cable Financial Management Association/Broadcast Cable Credit Association* conference. The Mirage, Las Vegas. Contact: Cathy Lynch, (708) 296-0200.

## JUNE

**June 1-3**—44th annual *American Women in Radio and Television* convention. Beverly Hilton, Beverly Hills, Calif. Contact: (703) 506-3290.

**June 7-10**—Promax & BDA '95 conference and exposition, presented by *Promax International* and *BDA International*. Sheraton Washington Hotel and Washington Hilton & Towers, Washington, D.C. Contact: (213) 465-3777.

**June 8-13**—19th *Montreux International Television Symposium and Technical Exhibition*. Montreux Palace, Montreux, Switzerland.

**June 18-24**—16th annual *Banff Television Festival*. Banff Springs Hotel, Banff, Alberta, Canada. Contact: Jerry Ezekiel, (403) 762-5357.

## SEPTEMBER

**Sept. 6-9**—Radio Show & World Media Expo, sponsored by the *National Association of Broadcasters*, *Radio-Television News Directors Association*, *Society of Broadcast Engineers* and *Society of Motion Picture and Television Engineers*. New Orleans, La. Contact: Lynn McReynolds, (202) 429-5350.

## CONTINUING

**Through March 31**—"African American Images in Television Advertising," exhibit presented by *The Museum of Broadcast Communications* and *Burrell Communications Group*. The Museum of Broadcast Communications, Chicago. Contact: (312) 629-6000.

**Major Meetings**  
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# Fifth Estater

## Randy Michaels

**T**o really be good in the radio business, you have to love it to an unreasonable degree," says Jacor Communications President/COO Randy Michaels. "It's a sickness."

As head of the nation's eighth-largest radio group with very public intentions of getting bigger, Michaels has got the bug.

"Randy is tremendously passionate about his job," says Jack Evans, operations manager for Jacor's KRFX(FM)/KBPI(FM) Denver, who has known Michaels for 16 years. "He'll tell you that he would do it for free."

Growing up, Michaels was captivated by radio. He remembers stringing long-wire antennas from his garage to a neighbor's house and accidentally shocking himself while trying to fix radio sets.

Michaels majored in physics at the State University of New York-Fredonia. His first radio job was as chief engineer for the college station, a job that included changing the wire service paper, selling time and doing an air shift. "I looked at radio as something unreal that I was doing until I figured out what real job I wanted to do in my life," he says.

By 1973 that outlook had changed. As a full-time student, Michaels was general manager of the college station, on-air talent at WBUZ(AM) Fredonia, and worked 12-hour weekend shifts at Taft Broadcasting's WGR(AM)-WGRQ(FM) Buffalo, N.Y. But, Michaels says, "that wasn't enough."

In 1975 he went full-time as program director for WKRQ-FM Cincinnati. "[Taft] figured I couldn't hurt anything there," Michaels jokes. The station quickly rose to number one in the market. Michaels repeated this success at Taft's WDAF(AM) Kansas City, Mo., before he became the company's vice president of programing.

But Michaels grew frustrated with Taft. The company had expanded into amusement parks, travel agencies and movie production. Michaels felt the corporate bureaucracy was growing, while the focus on radio was shrinking. In 1983 he left to start his own group, Seven Hills Communica-



tions, backed by a group of Cincinnati investors.

The new venture started with WLW(AM)-WSKS(FM) Cincinnati. In 1985 the group bought three more stations and changed its name to Republic Broadcasting. In 1986 Republic merged into Jacor, then run by founder Terry Jacobs, and went public.

Initially, Jacor did not produce as expected. Its capital structure was crowded with complex debt and equity instruments. When the recession began in the early 1990s, Jacor was forced to restructure. With the help of the Zell/Chilmark Fund, a Chicago-based investment fund that specializes in deals with troubled businesses, Jacor eliminated its debt. A series of management changes propelled Michaels and his former Republic management team into Jacor's top spots.

Under Michaels's leadership, Jacor took on a new outlook. Michaels threw out the corporate policy manual, opting for one basic rule: Use your best judgment.

"Randy's managerial style is 'Your

bat, your ball and your butt,' " Evans says. "He hires who he feels are competent people and gives them the tools to do the job. So if you ask any of Jacor's program directors and general managers, they will tell you that no one works for Randy, they work with Randy."

Jacor today is underleveraged. It has made no secret that it is "looking to bag a bigger elephant," in Michael's words; that is, buy a larger radio group. A proposed buyout of Evergreen Communications made news last October when Evergreen publicly turned down Jacor's offer. Michaels says the company still is looking for the right deal.

"It's not my style, or the style of my management team, to have much patience or discipline," Michaels says. "But we have shown a great deal of patience and a great deal of discipline because when we pull the trig-

ger, we want to have the rifle pointed at the right target. We want to make a deal that we know will provide our shareholders an above-average return. And it will happen."

But, ironically, the current health of the industry has slowed trading. Everyone has become a buyer and no one wants to sell, Michaels says. Broadcasters are waiting to see how deregulation and capital-gains cuts play out. "We probably need a little bump in the economy to shake some stuff loose."

Michaels says his success in the radio industry comes from refusing to grow up. "To stay in a creative business, you have to

remember what makes a 12-year-old curious," he says. "I work hard at that. Creativity and the willingness to look at things a different way is the only way to ever achieve real growth."

—JAZ

**President/Co-CEO, Jacor Communications, Cincinnati; b. May 25, 1952, Clarksburg, W.Va.; attended State University of New York-Fredonia and Buffalo, 1970-74; wcvf(AM) Fredonia: chief engineer, 1970-71; general manager, 1971-72; chief engineer/sales/disk jockey, wbuz(AM) Fredonia, 1972-73; chief engineer/news/assistant program director, wgr(AM)-wgrq-fm Buffalo, 1973-75; program director, wkrq-fm Cincinnati, 1975-76; operations manager, wda(AM) Kansas City, Mo., 1976-78; Cincinnati: vice president, programing, Taft Broadcasting, 1977-83; executive VP, programing and operations, Seven Hills Communications, 1983-85; executive VP, operations, Republic Broadcasting, 1985-86; executive VP, operations, Jacor Communications, 1986-92; current position since 1992; m. Lori Higdon, July 4, 1994.**



# Fates & Fortunes

## BROADCAST TV

**Terrence Connelly**, GM, WSYX(TV) Columbus, Ohio, joins WJLA-TV Washington as president/GM.

**Beth Feldman**, reporter, KSPR(TV) Springfield, Mo., joins KOLR-TV there in same capacity.

**Ben Rubin**, commercial director, Ball & Chain Studios, Stamford, Conn., joins KDVR(TV) Denver as promotions writer/producer.



Oliver

**Sheila Oliver**, GSM, WUPW(TV) Toledo, Ohio, named VP/GM.

**Michele Franzen**, producer/anchor/reporter, KEYT-TV Santa Barbara, Calif., joins KFTY(TV) Santa Rosa, Calif., as general assignment reporter.

**James Withers**, director, engineering and broadcast operations, KDFW-TV Dallas, joins KPLR-TV St. Louis, Mo., as VP, operations and engineering.

**William Perry**, VP/director, sales and marketing, WDAM-TV Laurel, Miss., named VP/GM, WPNB-TV Traverse City, and WTOM-TV Cheboygan, both Michigan.

**Steve Gigliotti**, station manager, KCBS-TV Los Angeles, joins KOVR(TV) Stockton, Calif., as VP/GM.

## PROGRAMING



Landau

Appointments at MTM Worldwide Distribution, Studio City, Calif.:

**Donna Landau**, director, business development/account executive, Ogilvy & Mather, Thin Man Productions, New York,

joins as VP, creative services; **Timothy Hair**, research coordinator, Worldvision Enterprises Inc., New York, joins as manager, research.

**K. James Yager**, executive VP,

Benedek Broadcasting, Rockford, Ill., named chairman/CEO.

**Dana Freedman**, VP, publicity, Twentieth Television and 20th Century Fox Television, named senior VP, media and corporate relations.

**David Hope**, senior VP/treasurer, ITC Entertainment Group, Los Angeles, named executive VP.

**Chuck Self**, director, affiliate relations, Southern region, Raycom Inc., Charlotte, N.C., named VP

**Jane Smith**, director, sales/board member, Hit Entertainment PLC, England, joins Sunbow Entertainment, New York, as senior VP, sales.

**Dana Freedman**, VP, publicity, Twentieth Television/20th Century Fox Television, Los Angeles, named senior VP, media and corporate relations.

Appointments at Turner International, Atlanta: **Joe Hogan**, VP, named senior VP, network distribution; **Jeffry Kupsky**, consultant, joins as VP, international business development.

Appointments at WTTW Production Center, Chicago: **Mary Beth Hughes**, director, creative services, Tribune Entertainment there, joins as VP, sales and marketing; **Parke Richeson**, controller/director, finance, named VP, finance and business development.

**Christopher Jones**, director, business development, Major League Baseball Properties Inc., New York, joins Hanna-Barbera Cartoons Inc., Hollywood, as director, Hanna-Barbera Enterprises.

**John Hyde**, chairman/CEO, MCEG Sterling Inc., Los Angeles, named chairman/president/CEO, GTV.

**Angus Fletcher**, director, international development and co-productions, Jim Henson Productions, Los Angeles, named VP.

**Marc Schacher**, VP/director, programming, Tribune Broadcasting Co., Chicago, assumes additional responsibilities of VP, programming and development.

**Marilyn Gill**, senior producer, *Rolonda*, and **Glenda Shaw**, producer, *The Montel Williams Show*, named *Rolonda* co-executive producer and senior producer, respectively.

## RADIO

**Neil Sargent**, senior VP, affiliate sales, Westwood One Radio Networks, Valencia, Calif., joins TM Century, Dallas, as president/CEO.

**Kirk Stirland**, senior VP, affiliate relations, Westwood One Radio Networks, New York, joins Media Marketing Technologies Inc., Pacific Palisades, Calif., as COO.

Appointments at SW Networks, New York: **Peter Newcomb**, director, media and marketing, Sony Software, New York, joins as director, communications; **Joyce MacDonald**, manager, affiliate marketing, West, named director.

**Rocky Blumhagen**, GSM, KGON(FM) Portland and KFXN(AM) Oregon City, both Oregon, named GM, KGON.

**Len Jarvela**, sales manager, KQMS(AM)/KSHA(FM) Redding, Calif., joins KZGL(FM) Cottonwood, Ariz., as GM.

## CABLE



Shapiro

**Jody Shapiro**, VP, programming and network development, Home Team Sports, Bethesda, Md., named VP/GM.

Appointments at Discovery Networks, Bethesda, Md.: **Lori McFarling**, director, field marketing, The Learning Channel, moves to Discovery Networks in same capacity; **Clint Stinchcomb**, account manager, named regional director, Los Angeles; **Randy McCurdy**, regional director, named director, alternative distribution, Los Angeles.

Appointments at Cable AdNet, Raleigh, N.C.: **Karen Bigham**, GSM, Fayetteville, N.C., named LSM, Charlotte, N.C.; **Eddie Burks**, account executive, named LSM, Greensboro, N.C.; **Stephanie Collins**, account executive, named GSM, Fayetteville; **Jeff Arthur**, account executive, named LSM, Raleigh.

Appointments at Cable AdNet, Raleigh, N.C.: **Karen Bigham**, GSM, Fayetteville, N.C., named LSM, Charlotte, N.C.; **Eddie Burks**, account executive, named LSM, Greensboro, N.C.; **Stephanie Collins**, account executive, named GSM, Fayetteville; **Jeff Arthur**, account executive, named LSM, Raleigh.

**Russ Stephens**, senior VP, operations—Boston, Continental Cablevision there, named senior VP, New

England/New York region.

**Monique Stokes**, manager, programming, Prime Sports, Los Angeles, named director.

Appointments at Comcast Cable Communications, Philadelphia: **Joseph Euteneuer**, director, corporate development/corporate controller, named VP/corporate controller; **Barbara Hagen**, controller, Palmer Communications, Naples, Fla., joins as region controller; **Sanjiv More**, sales manager, BA Cable Advertising, Walnut Creek, Calif., joins as regional director, advertising.

Appointments at PASS Sports, Detroit: **Keith Allo**, producer/coordinator, University of Florida, joins as executive producer; **Helene Dopierala**, account executive, AT&T, Southfield, Mich., joins as affiliate relations manager.

**Terry Planell**, founding programming executive, La Cadena Deportiva Prime Ticket, named VP, programming and operations, Prime Deportiva, Los Angeles.

Appointments at tv! Network, Littleton, Colo.: **James Berger**, VP, programming and production/acting GM, named president; **Sharon Hancock Brown**, VP, marketing and promotions, named VP, programming and strategic marketing.

Appointments at Century Communications Corp., New Canaan, Conn.: **Andrew Tow**, president, cable division, named head, Century-Australia Communications Corp., Australia; **Dan Gold**, senior VP, operations, named president, cable division.



Lavan

**Kevin Lavan**, senior VP/controller/chief accounting officer, Viacom/CFO, Viacom Pictures, New York, joins MTV Networks there as senior VP/CFO/chief information officer.

Appointments at MTV: Music Television, New York: **Sally Frattini**, executive in charge of production, named VP; **Carol Donovan**, executive producer, named VP, music and special events.

## Silver Satellite Award for Salhany

Lucie Salhany, president/CEO, United Paramount Network, will receive American Women in Radio and Television's (AWRT) highest honor, the Silver Satellite Award.



Bestowed annually to an individual for outstanding contributions to the broadcast industry, the award will be presented to Salhany at AWRT's 44th annual convention, June 1-3 in Los Angeles. Past Silver Satellite recipients include Alan Alda, Phil Donohue, Ted Turner, Barbara Walters, Grant Tinker, Betty White, Walter Cronkite, Linda Bloodworth-Thomason.

**Rickie Gaffney**, supervising producer, Capital Cities/ABC, New York, joins FX Studios there as senior producer.

## ADVERTISING/MARKETING



Dailey

**Kathy Dailey**, director, advertising and promotion, Jacobs & Gerber, Los Angeles, joins Paul & Walt Worldwide there as VP, marketing and communications.

Appointments at Wunderman Cato

Johnson, New York: **Carol Schautz**, CFO, adds COO to her responsibilities; **Paul Jandreau-Smith**, executive VP/director, marketing, named managing director; **Charlie Brown**, VP/creative supervisor, named VP/associate creative director.

**John Lyons**, VP, marketing and strategic planning, Promax International, Los Angeles, joins Friedland Jacobs Communications, Burbank, Calif., in same capacity.

**John Poor**, senior VP, corporate development, sales strategy and systems, Blair Television, New York, named executive VP.

## DEATHS

**Ellen Sutzberger Straus**, 69, public service advocate, died of cancer Feb. 24 at Memorial Sloan Kettering Hospital, New York. Straus and her husband owned and managed WMCA(AM) New York, where she founded Call for Action, a telephone help line. Now in many major U.S. cities, Call for Action assists individuals in solving their problems with bureaucracies and corporations. When her husband was appointed director of Voice of America, Mrs. Straus became president/GM of WMCA. She is survived by her mother, her husband, four children, two sisters and eight grandchildren.

**Godfrey W. Herweg**, 58, marketing and research executive, died March 7 in Charleston, S.C., after a long battle with cancer. Herweg's advertising career began at J. Walter Thompson and then McCann Ericksen International. He later worked for Mutual Black Radio. In 1990 he formed Seaway Communications International, a research and marketing firm for media. He and his wife co-authored *Making More Money Selling Radio Advertising Without Numbers and Recruiting, Interviewing, Hiring and Developing Superior Salespeople*. Herweg also was a contributing writer for *Radio Ink*. He is survived by his wife, Ashley, four sons and a daughter.

**Romain Johnston**, 65, designer/art director, died March 17 of acute leukemia while on a trip to Washington D.C. In the early '50s Johnston was a set designer with ABC-TV, designing such weekly shows as *The Voice of Firestone* and *The Pat Boone Show*. He later moved to Los Angeles and designed sets for Milton Berle, Jim Nabors, Gladys Knight & The Pips, Lena Horne, Steve Martin, Mikhail Baryshnikov and Dick Van Dyke, among others. He won three Emmys for the *Mac Davis Series*, Richard Pryor's *Pryors Place* and *Ben Vereen: His Roots*. Johnston also designed the award presented to inductees into the Television Academy Hall of Fame. He is survived by his wife, a son and two sisters.

—Compiled by Denise Smith



# In Brief

## The Senate voted to abolish the FCC's minority tax certificate program

last Friday, virtually ending any hope for Viacom's plans to sell its cable systems to a minority businessman for \$2.3 billion. The House passed a similar bill last month. (Tax certificates allow a broadcasting or cable company that sells a property to a minority to avoid paying capital gains taxes.) The end of the tax certificate program will cost Tribune Broadcasting millions of dollars. It had two deals involving tax certificates with Fox that called for Tribune to pay \$13 million in penalties if it failed to collect a tax certificate. The bill now goes to a House-Senate conference committee before going to the White House for the President's signature.

## SAG and AFTRA last Friday reached a tentative agreement

with the Alliance of Motion Picture and Television Producers for a new three-year contract covering theatrical and TV films. The deadline for the current contract is June 30, and fears of what could have become the first work stoppage by SAG since 1980 had been growing. The agreement must be submitted to the joint board of SAG and AFTRA for approval and then to the full memberships of both unions for a vote prior to the current contract's expiration.

## CNN next month plans to re-vamp its weekend schedule

with new shows and a reformatting that the cable network labels the most wide-ranging lineup change in its 14-year history. CNN beginning on April 8 will kick off its new weekend schedule with *CNN Saturday Morning* and *CNN Sunday Morning*, co-anchored by Joie Chen and Ralph Wenge and airing 7-10 a.m. ET. Other new shows will be *CNN Computer Connection*, hosted by Brian Nelson (Saturday, 3 p.m., repeated Sundays at 4 a.m.) and *Parenting Today*, hosted

## Senate wants to freeze CPB money

The Senate Appropriations Committee has recommended freezing the budget of the Corporation for Public Broadcasting at this year's level of \$285.6 million for the next two years. This is good news for supporters of federal funding, even though cuts still are proposed, because the Senate's cuts are smaller than those recommended by the House.

However, there's no way to predict yet what will happen in conference committee, where the House and Senate will resolve their differences. The Senate committee's action came last Friday.

CPB supporters say they enjoyed strong support from Democratic as well

as Republican senators. "We haven't had any opposition, really, to [federal] funding in the Senate, as we have among the leadership in the House," says Nancy Neubauer, spokeswoman for the lobbying group America's Public Television Stations. House Speaker Newt Gingrich has vowed to "zero out" CPB's budget over the next few years.

—EAR

The following chart shows Congress's proposed cuts in CPB funding authorizations. Dollars are in millions:

Year	CPB authorization*	House recommendation	Senate Appropriations Committee rec.
1995	\$285.6	—	—
1996	\$312	\$265 (-15%)	\$285.6 (-8.5%)
1997	\$315	\$221 (-30%)	\$285.6 (-9.3%)

\*CPB funding is authorized in three-year cycles, but appropriated—or actually funded—two years in advance.

by Pat Etheridge (Saturday, 6:30 a.m., repeated at 1:30 p.m.). In addition to the new shows, weekend editions of CNN series *Crossfire* and *Inside Politics* will be added, and existing Saturday series *Capital Gang* will expand to include a Sunday version. CNN also is reformatting its weekend schedule to cluster programs in topic-driven groupings such as business, lifestyle, commentary, and science and technology.

**The seven New World stations that have changed affiliation to Fox collectively increased their prime time average** in the February sweeps by 23% in both Nielsen rating (7.5 vs. 5.8) and share (16 vs. 13) among adults 18-49, compared with their November 1994 results. It was the first book in which all seven stations were running Fox network programming.

**Top cable MSO Tele-Communica-**

**tions Inc. has chosen pay-per-view veteran Bruce Karpas to head Liberty Productions**, a new company designed to create event programming for PPV and other domestic and international distribution. Karpas most recently was president/COO of Reiss Media Enterprises.

**Gene McHugh**, VP/GM, Fox-owned WATL-TV Atlanta, has joined Fox's WTTG Washington in the same capacity.

**UPN is now carried in the top 40 markets** as a result of a recent primary affiliation deal with WTXV-TV Waterbury, Conn. (Hartford). The station is the 114th to join the new network and brings UPN's coverage to 85% of U.S. households. In other UPN news, the switch of sitcoms *Pig Sty* and *Platypus Man* on March 20 delivered little ratings change. *Pig Sty*, which moved from 9:30 p.m. to 9, earned a 3.5 Nielsen rating/5 share in 30 metered markets, down

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slightly from the 3.8/5 season delivery of *Platypus Man*, which previously held that slot. *Platypus Man* earned a 3.1/5 in its new slot, a slight improvement over the 3.1/4 season delivery of *P/g Sty* in the old slot.

**The FCC has given Orion Atlantic permission to offer domestic satellite service from the company's Atlantic Ocean satellite.** The "special temporary authority" allows Orion to use six Ku-band transponders on the Orion 1 satellite to deliver domestic services.

**Grundy Worldwide Ltd. announced an initial public offering** last week of 5,315,000 shares, or about 35% of the outstanding common stock. Estimated price per share is \$18-\$20. The offering is being coordinated by Merrill Lynch and shares are to be listed on the New York and Australian stock exchanges.

**Newvenco Inc.**, the limited liability venture formed by ABC affiliates, announced last week it **reached its \$3 million funding goal**. Affiliates covering two-thirds of the country (but none of the ABC-owned stations) have signed on, and affiliate executives say they expect the venture to end with 75% coverage.

**Ninety-seven Sports Emmy Award nominations were issued last week** by the National Academy of Television Arts & Sciences. The nominees: NBC (22); CBS (16); ABC (14); ESPN (14); Fox (9); HBO (8); Disney (5); TNT (4); MTV (2); NFL Films [syndication] (2); CNN (1). Winners will be announced April 25.

## NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending March 12. Numbers represent average audience stations/% coverage)

1. Wheel of Fortune	13.4/220.98
2. Jeopardy!	11.1/211.97
3. Star Trek: Deep Space 9	9.6/237.88
4. Entertainment Tonight	7.5/180.94
5. Oprah Winfrey Show	7.4/231.99
6. Magic II	7.3/160.91
7. Wheel of Fortune-wknd	7.2/160.81
8. Roseanne	6.8/184.96
9. Hard Copy	6.7/185.94
10. Inside Edition	6.4/171.92
11. Journeys of Hercules	6.2/172.93
11. The Simpsons	6.2/133.85
13. Fresh Prince of Bel-Air	6.1/135.87
14. Family Matters	5.9/192.93
14. Married...With Children	5.9/178.93

## HOLLYWOOD

## House call

Syndicated radio medical show host Dr. Dean Edell will host a new weekly half-hour series on KGO-TV San Francisco aimed at eventual syndication. *Calling Dr. Dean* (Sunday at 5-5:30 p.m. beginning April 23) will feature top medical news stories, features on health and call-in segments. Edell, co-producer with veteran talk show producer Jeff Fischgrund in association with the station, is negotiating with a Los Angeles network O&O to carry the show concurrently. Edell, whose radio show reaches 8.5 million listeners in 350-plus markets, also has a daily 90-second medical news insert syndicated to 65 stations by KGO-TV. "[*Calling Dr. Dean*] will be a place for viewers to turn to get the most up-to-date information about medicine," says Edell, "but I'm also fully aware of the importance of entertaining. I want to be the David Letterman of medicine."

## WASHINGTON

## NPR on '60 Minutes'

CBS TV's *60 Minutes* newsmagazine is preparing a piece on public radio focusing on the state of the format in the wake of threatened funding cuts by Congress to the Corporation for Public Broadcasting, which supports public radio stations. *60 Minutes* staff has interviewed National Public Radio President Delano Lewis and correspondent Susan Stamberg, according to NPR officials. Morley Safer is reporting the piece, which is scheduled to air in late April.

## NEW YORK

## Past is prologue

USA Networks' agreement to provide a sheltered launch for c/net: The Computer Network (see story, page 23) is not the first time the cable network has made such a deal. Longtime cable industry observers will recall that USA in the 1970s helped C-SPAN get off the ground by carrying eight hours a day of the Washington-based channel. USA also helped launch

Black Entertainment Television by running BET programming in its Friday and Saturday night lineups. The difference between the c/net agreement and the other two deals is that USA is taking an equity stake in the fledgling channel.

## Down Memory Lane

Veteran radio personality and former late-night TV talk show host Joe Franklin is shopping his overnight radio show, *Joe Franklin's Memory Lane*, to national radio syndicators. Franklin says his midnight-5 a.m. Sunday nostalgia/oldies show on WOR(AM) New York brings back records that most current radio shows have forgotten. Franklin also airs a two-minute "nostalgia report" on WBBR(AM) New York daily.

## ValueVision/TW deal

**Growing home shopping network** ValueVision will launch to an additional 1 million cable subscribers on April 1 thanks to a new deal with Time Warner Cable of New York City. ValueVision, which already has 12.6 million part- and full-time subscribers, will replace one of the two Home Shopping Network channels now carried by the New York City systems.

ROCKVILLE, MD

## Prepared for takeoff

Rockville, Md.-based Network USA Inc. in April will unveil plans for a new cable network focusing on flight and aviation. The company already produces flight and aviation programming for domestic and international distribution, including shows seen on The Discovery Channel's *Wings* series.



Drawn for BROADCASTING & CABLE by Jack Schmidt  
*"The judge wants you to make him look  
 older, wiser...and a little tan!"*



# Editorials

COMMITTED TO THE FIRST AMENDMENT AND THE FIFTH ESTATE

## Fits and start

Because this page is peopled by optimists, we still think the information highway will get off the ground. We just hope the rest of the ride isn't as exciting as the launch last week, which may not have been as historic as Kitty Hawk but was every bit as antique.

The action was in the Senate Commerce Committee, presumably chaired by Larry Pressler (R-S.D.), who assumed that office promising broad deregulation and a big difference in telecommunications. What emerged from one of the messiest draftings in memory was a bill that looked a lot like S. 1822, the Hollings bill rejected by the Senate last year. There was a good reason: The former Democratic chairman, Ernest Hollings, turned out to be at the controls this year too.

The result was a bill that left broadcasters' hopes for a second channel in limbo, that put cable deregulation marginally ahead of where it was in 1992, that left radio out altogether, that capped the possibility of TV multiple ownership at 35% and that reregulated satellite carriers. On the positive side, it admitted cable into telephony, it let the telcos into television, it extended broadcast license terms to 10 years (from TV's five and radio's seven) with a two-step renewal process and it assured TV broadcasters a position on telco TV systems.

The bill now goes to the floor, where countless amendments are expected, each designed to perfect the bill from one point of view or another. No one yet knows what will emerge from that exercise. And then, of course, there's the House.

If we have a hope, it's that broadcasters will cast their lot with competition rather than with protectionism before the next round. Faced with an industry that can't

agree on what it wants from Congress, it takes no rocket science to project a result like last week's. All those TV broadcasters who ran to the Hill asking that their industry be protected from competition cost radio what seemed a sure thing: a lifting of numerical ownership limits. They also cost TV a freer rein on the future; 50% was achievable, and would have been the right next step. It isn't too late, but it's just that much harder now.

## Diamond in rough times

Who's on first? That's the question broadcasters are asking as Major League Baseball prepares to field teams of unknown or half-forgotten players. Whether rightsholder, fan, player or peanut vendor, all have been hurt by a baseball strike that threatens to drag on into the 1995 season, adding at least an asterisk to the record books, if not a blank page. In New York, WABC Radio is suing the Yankees for failing to deliver on their contract. Which is to say, failing to deliver major league bangers for their rights fee buck. In Baltimore, the city is not allowing replacement players to play in the stadium, a moot point since the team's owner says he won't field a replacement team anyway and rightsholder WJZ-TV says it would have refused to carry replacement preseason games even if they had been played.

Elsewhere, broadcasters are making contingency plans in the event they must find replacement programming or make good on major league spots sold in minor league ball. What could have been a banner year for local rightsholders has threatened to turn into a logistical and legal nightmare. We're no experts on the intricacies of baseball negotiations, but a season spent in the courts rather than on the diamond benefits no one except lawyers.

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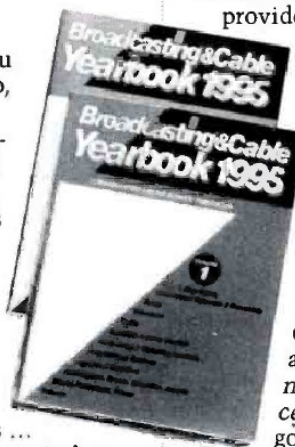
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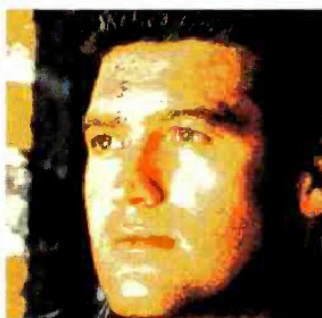
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